



Major in Communication, B.S.

(Emphasis in Advertising & Public Relations)

2017-2018

Additional Sources of Information

WEBSITE:

www.swau.edu

DEPARTMENT CONTACTS:

Chair

Michael Agee, M.A.

Faculty

Kyle Portbury, M.A.

Glen Robinson, Ph.D.

Adjunct

Chris Combest, M.L.A.

David Pollock, M.A.

Landi Whitefield, B.A.

LOCATION:

304 N. College Drive

MAIL:

Department of
Communication
100 W. Hillcrest Street
Keene, TX 76059

800-433-2240 TOLL-FREE
817-202-6776 DEPARTMENT

100 W. Hillcrest Street
Keene TX 76059

(800) 433-2240 TOLL-FREE
(817) 202-6794 PHONE
(817) 556-4712 FAX

www.swau.edu

Southwestern Adventist University's Communication Department offers three emphasis areas of study: 1) Advertising & Public Relations, 2) Journalism, and 3) Radio-TV-Film. Our department prepares students to be effective Christian communicators. This includes developing skills in personal interaction, writing, creating media content, and managing the elements of communication technology. In addition, students will learn about the newest forms of convergence and interaction in the areas of radio, television, film, journalism, advertising, and public relations, including photography and social media. Communication majors receive hands-on experience in our Mac Lab, as well as our radio and television stations.

Job Market

The communication job market is very broad. Just a few positions Southwestern communication graduates have held include hospital vice president, graphic artist, television producer, newspaper editor, radio station manager, photographer, public relations director, television news reporter, and author. Our graduates who have gone on to graduate school have done so very successfully, entering careers in law, business, and pastoral ministry.

Job Outlook

The job outlook in the broad communication field is very bright. More companies are hiring, and students aren't just finding good opportunities, some are weighing multiple offers. Internships often turn into full-time positions.

Earnings

Although this will vary widely by region and position, the most notable salary improvement in recent years is for grads with degrees in business or communication. Both groups are seeing a 2.2 percent annual salary uptick thus far. This salary improvement is ahead of computer sciences, education, engineering, health sciences, humanities/social sciences, and math & sciences.

Educational Qualifications

Most entry-level positions in the many fields of communication may be obtained with an undergraduate degree. However, a graduate degree in communication will often provide career advantages.

General Education Requirements

To view general education requirements for this major please visit catalog.swau.edu/Undergraduate/2017-2018.





COMM 110	Communication Media.....	3
COMM 115	Discussion Techniques.....	3
COMM 127	Photo and Graphic Editing.....	3
COMM 137	Media Techniques.....	3
COMM 224	Photography.....	3
COMM 233	Interpersonal Communication.....	3
COMM 241	Public Relations.....	3
COMM 261	Reporting I.....	3
COMM 335	Persuasion.....	3
COMM 343	Visual Communication.....	3
COMM 351	Advertising.....	3
COMM 361	Reporting II.....	3
COMM 381	Development.....	3
COMM 431	Media Law and Ethics.....	3
COMM 442	Applied Advertising and PR.....	3
COMM 451	Communication Theory.....	3
COMM 481	Senior Portfolio Seminar.....	1

TOTAL: 49**SAMPLE FOUR-YEAR SCHEDULE**

	FIRST SEMESTER	SECOND SEMESTER
<i>First Year</i>	COMM 110—Communication Media.....3 COMM 111—Speech.....3 COMM 127—Photo and Graphic Editing.....3 ENGL 121—Freshman Composition.....3 UNIV 111—Wellness for Life.....2 TOTAL.....14	COMM 115—Discussion Techniques.....3 COMM 137—Media Techniques.....3 Computer Science Course.....3 MATH 110—College Algebra.....3 Religion Elective.....3 TOTAL.....15
<i>Second Year</i>	COMM 241—Public Relations.....3 ENGL 220—Research Writing.....3 Fine Arts Elective.....3 History/Social Science Elective.....3 Life Science Elective.....4 KINA Activity Elective.....1 TOTAL.....17	COMM 224—Photography.....3 COMM 237—Video Production.....3 COMM 261—Reporting I.....3 Religion Elective.....3 Physical Science Elective.....4 TOTAL.....16
<i>Third Year</i>	COMM 343—Visual Communication.....3 COMM 361—Reporting II.....3 Literature Elective.....3 KINA Activity Elective.....1 Religion Elective.....3 Elective (Upper Division).....3 TOTAL.....16	COMM 233—Interpersonal Communication.....3 COMM 335—Persuasion.....3 COMM 451—Communication Theory.....3 History/Social Science Elective.....3 Elective (Upper Division).....3 TOTAL.....15
<i>Fourth Year</i>	COMM 381—Development.....3 COMM 442—Applied Advertising and PR.....3 History/Social Science Elective.....3 Religion Elective (Upper Division).....3 Elective.....3 TOTAL.....15	COMM 431—Media Law and Ethics.....3 Electives.....6 Electives (Upper Division).....6 TOTAL.....15