

COMMUNICATION

KNOWING HOW TO TELL YOUR STORY — STRATEGICALLY — WILL GIVE YOU A TREMENDOUS ADVANTAGE IN THE MARKETPLACE.

In our impersonal digital age of filtered images and 240 character tweets, effective communicators know how to tap into human emotions. We'll teach you to express yourself authentically and compellingly — preparing you to work in industries ranging from video production to public relations to social media. You can also choose to pursue an advanced degree furthering your expertise in communication or earn a degree in education or law.

WHAT WILL I STUDY?

Whether you choose to pursue a **B.A. or B.S. in Communication**, you'll learn how to tell stories and make compelling, persuasive cases that engage your audience. Our courses will expose you to the theoretical underpinnings of the discipline, molding you into a conscientious and critical consumer. Utilizing your creativity and in collaboration with your peers, you'll have many opportunities to experiment with emerging technologies and learn to leverage the ever-increasing power of the media.



BUILD YOUR NETWORK

Our **internship guarantee** ensures you'll gain real-world know-how as well as the contacts you need to make it in this competitive industry. Our students have interned with organizations such as The Ledger, HSN, Publix Super Markets, Detroit Tigers, and NBC News Channel 8, to name a few.



UNLIMITED CAREER OPTIONS

Regardless of which concentration you choose, your courses will teach you to write and speak dynamically and convey complex ideas directly — skills prized by employers.



ADVERTISING & PUBLIC RELATIONS — Discover the process surrounding the creation and implementation of persuasive messages in traditional and new media.



DIGITAL MEDIA — Focus on creative problem solving through media design and technology by conceptualizing, developing, and measuring the impact of content.



INTERPERSONAL & ORGANIZATIONAL — Communicate effectively across diverse populations and develop the knowledge and skills necessary to be a competent leader.



MULTIMEDIA JOURNALISM — Learn to tell stories that make a difference in the world through a variety of platforms.



BE IN DEMAND

Mastering communication techniques require experimenting with new media — vlogs, podcasts, live streams, etc. — all which rely on the latest technology for creation and distribution. Our Chatlos Communication Building features the newest Apple computers loaded with industry tools like Adobe Creative Cloud and Final Cut Pro. By the time you graduate, you'll have honed your ability to convey ideas persuasively — equipping you with a key skill Fortune 500 companies look for in new hires.