Communication | Major

“My experiences in the Communication program at Alvernia—both inside and outside of the classroom—helped me find a job in studio production at ESPN right after graduation.”—Ryan Schiavo ’03, Associate Producer, ESPN

PROGRAM HIGHLIGHTS IN BRIEF
Communication is an extremely flexible and practical major that prepares students for a variety of careers. Alvernia University offers a major in communication, which includes a broad spectrum of courses encompassing journalism, speech, film, theatre, and functional and creative writing for various media applications. Communication majors pursue careers in journalism, public relations, event management, advertising, marketing, publishing, broadcasting, and theatre. Alvernia’s program is primarily “print-oriented” and is especially suitable for students interested in working for newspapers and magazines, in advertising and marketing, or public relations and corporate communications. Alvernia is a Catholic, Franciscan university dedicated to the ideals of professional service, community service, and personal fulfillment.

ACADEMIC QUALITY
The skills developed in the Communication programs are precisely those valued in the marketplace today. Courses in the Communication curriculum are structured to strengthen problem-solving abilities and to develop writing skills for professional and personal use. The program also focuses on enhancing critical thinking, oral communication, clear organization, and concise expression of ideas. Students are encouraged to develop practical experience in media-related fields through internships with local businesses, advertising agencies, and television and radio stations. Communication faculty have professional experience in television reporting, print journalism, and theatre.

PUBLICATIONS
The English/Communication Department is responsible for the student newspaper, The Alvernian. Communication majors are required to work on the newspaper during at least one semester of their college career. All students with an interest in writing, photography, and/or marketing are encouraged to contribute to the paper. The Zephyrus is the literary magazine published every spring. It contains original creative work—poetry, fiction, essays, photography, artwork—by Alvernia University students, staff, and faculty. Department faculty serve as advisors and members of Sigma Tau Delta act as editors.

CAREER SUCCESS
Alvernia’s Communication graduates have been employed by news medias including CNN Washington Bureau, C-SPAN, WIP Sports Radio, KYW News Radio, and the Reading Eagle-Times. In addition, graduates hold positions in local and national corporations, public service institutions, and not-for-profit agencies including the American Diabetes Association, the Reading Phillies, Junior Achievement of Reading, Arrow International, and UGI Utilities. Graduates have continued their studies at graduate institutions including The New School, Villanova University, and Temple University. Our Career Services staff provides assistance with resume preparation, interview skills, and job and graduate school searches.

CAREER OPPORTUNITIES

| Actor/Actress | Events Manager | Producer - Television, Film, Theater |
| Advertising Account Executive | Fashion Merchandiser | Public Relations Specialist |
| Audio/Visual Specialist | Foreign Correspondent | Radio/Television Announcer |
| Columnist | Lawyer | Sportscaster |
| Corporate Communications Director | News Writer/Editor | Web Design |
| Director - Film, Video, Theatre | Photojournalist | |

BACHELOR’S DEGREE REQUIREMENTS
Communication majors must achieve a minimum 2.5 GPA in their writing courses and contribute to one of the college’s publications for at least one semester in order to graduate.
CURRICULUM OVERVIEW

Communication Core Requirements (48 Credits)

- COM 103 Fundamentals of Speech
- COM 122 Mass Media: Theory and Application
- COM 131 Writing for the Media
- COM 480 Research Seminar
- COM 481 Internship
- CIS 105 MS Excel Bootcamp
- CIS 115 Technology for the Workplace

Track Requirements: 12 credits
Communication Electives: 6 credits
English Electives: 9 credits
Related electives: 6 credits

Majors must complete one of the six following tracks:

**Corporate Communications:**
(Choose four of the following classes)
- COM 213 Interpersonal Communications
- COM 240 Public Relations and Advertising
- COM 332 Multimedia Design and Editing
- COM 444 Writing for the Workplace
- COM 362 New Media
- COM 422 Social Impact of Mass Media

**Film, Culture and the Creative Arts:**
(Choose four of the following)
- COM 250 Interpretation of Film
- COM 261 Poetry Writing
- COM 351 Scriptwriting/Playwriting
- COM 353 Film Studies
- COM 360 Writers Workshop

And any 3-credit course in Theatre (COM 434 may be counted only once as fulfilling emphasis requirements)

Related Electives (Choose two of the following):
- Any Art or Music courses

**Journalism:**
(Choose four of the following)
- COM 251 Broadcasting and Electronic Media
- COM 330 News and Feature Writing
- COM 332 Multimedia Design and Editing
- COM 362 New Media
- COM 422 Social Impact of Mass Media
- COM 432 Newspaper Production*
- COM 452 Television Production*

*may be counted only once as fulfilling emphasis requirements

Related Electives (Choose two of the following):
- Any History or Political Science course
- SCC 222 Introduction to Geography (recommended)
- SCC 321 Global Society

**Media Design and Production:**
(Choose four of the following)
- COM 251 Broadcasting and Electronic Media
- COM 332 Multimedia Design and Editing
- COM 340 Advertising Workshop
- COM 352 Video Production
- COM 362 New Media
- COM 432 Newspaper Production*
- COM 452 Television Production*

**Public Relations and Advertising:**
(Choose four of the following)
- COM 213 Interpersonal Communications
- COM 240 Public Relations and Advertising
- COM 332 Multimedia Design and Editing
- COM 340 Advertising Workshop
- COM 362 New Media
- COM 422 Social Impact of Mass Media

**Theatre Studies:**
In Major Requirements:
- COM 103 (may be substituted with COM 155)
- COM 434 (may be substituted for COM 480 or COM 481)
- COM 255 Intermediate Acting
- COM 350 Directing for the Stage
- COM 355 Theatre History
- COM 404 Arts Operations

**Minors in Communication and Theatre are also available. See catalog for details (www.alvernia.edu/academics).**