



## Communication | Major

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*“The professors and course work in the Communication program have prepared me with the necessary experience and tools to be successful in a competitive and exciting world..”*—Jennifer Kaucher '13, Wyomissing, PA

### 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 planning, advertising, marketing, publishing, broadcasting, and theatre. Alvernia’s program is especially suitable for students interested in working in television, for newspapers and magazines, in advertising and marketing, or public relations and corporate communications. Alvernia is a 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. A new campus media center offers opportunities for hands-on-experience.

### 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 a variety of media including the Rachael Ray Show, CNN Washington Bureau, C-SPAN, WIP Sports Radio, QVC 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, Reese Advertising, 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, Temple University and The University of Pennsylvania. Our Career Development staff provides assistance with resume preparation, interview skills, and job and graduate school searches.

### CAREER OPPORTUNITIES

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

### 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 420	Law and Ethics of Mass Communication	
COM 480	Research Seminar	–OR–
COM 481	Internship	
CIS 105	MS Excel Bootcamp	–OR–
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
COM 332	Multimedia Design and Editing
COM 344	Writing for the Workplace
COM 362	New Media
COM 422	Social Impact of Mass Media

Related Electives (Choose two of the following):

BUS 206	Management Principles
BUS 310	Human Resources Management
BUS 320	Labor Relations
PSY 101	Introductory Psychology
PSY 306	Group Dynamics
PSY 350	Industrial and Organizational Psychology
PSY 405	Social Psychology

#### Film, Culture and the Creative Arts:

(Choose four of the following)

COM 250	Interpretation of Film
COM 261	Poetry Writing
COM 263	Fiction 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

## CONTACT INFORMATION

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Chair of English, Communication, & CIS

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### 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*

\*may be counted only once as fulfilling emphasis requirements

Related Electives (Choose two of the following):

Any Art or Computer Information Studies course

### Public Relations and Advertising:

(Choose four of the following)

COM 213	Interpersonal Communications
COM 240	Public Relations
COM 332	Multimedia Design and Editing
COM 340	Advertising Workshop
COM 362	New Media
COM 422	Social Impact of Mass Media

Related Electives (Choose two of the following):

BUS 207	Marketing Principles
BUS 308	Sales and Sales Management
BUS 309	Advertising and Promotion
BUS 314	Retail Management
PSY 101	Introductory Psychology
PSY 405	Social Psychology
ART 103	Color and Design
ART 209	Basic Photography
ART 281	Graphic Design and Illustration
ART 309	Intermediate Photography

### 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

Communication Electives (Choose two of the following):

COM 213	Interpersonal Communication
COM 250	Interpretation of Film
COM 351	Scriptwriting/Playwriting

English Electives (Choose three of the following):

ENG 207	Contemporary Fiction and Drama
ENG 213	Modern Drama
ENG 302	Shakespeare: Histories and Comedies
ENG 303	Shakespeare: Tragedies and Romances
ENG 321	Ethics and Tragedy

Related Electives:

(Choose one ART and one MUS from the following):

ART 101	Drawing I
ART 103	Color and Design
ART 105	Art Appreciation
ART 215	Art: Prehistoric through Middle Ages
ART 217	Art: Renaissance to Present
MUS 121	Introduction to Music
MUS 135	Music Theory
MUS 222	Multicultural Music
MUS 331	Women in the Arts
MUS 333	Music History

Students are advised to enroll in 4 credits of COM 134

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