Communication | Major

PROGRAM HIGHLIGHTS IN BRIEF

Alvernia is a Franciscan university rooted in the Catholic and liberal arts traditions, dedicated to the ideals of service in the helping professions. Our rich heritage of service and strong faith resonates in contemporary ways in our campus life and academic programs. Our faculty and staff are committed to teaching, guiding and supporting our students in all aspects of their experience at Alvernia University, from course selection and scheduling, to connecting with peers and colleagues.

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 social media. Alvernia's program is especially suitable for students interested in working in public relations and corporate communications, for newspapers and magazines, in advertising and marketing or in television. As a Franciscan university, Alvernia is 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 community-based projects 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.

ALPHA SIGMA LAMBDA

Alpha Sigma Lambda (ASL) is the premier national honor society for nontraditional adult students. Its aim is to recognize the special achievements of adults who accomplish academic excellence while facing competing interests of home and work. For the nontraditional student, the Society stands as an inspiration for continuing scholastic growth and is a builder of pride through recognition. The Alvernia University ASL Chapter serves as a vehicle for imparting appreciation for adult students’ academic achievements and contributions. To this day, Alpha Sigma Lambda is not only the oldest, but also the largest chapter-based honor society for full- and part-time students.

CAREER SUCCESS

Alvernia’s Communication graduates have been employed by a variety of media including the C-SPAN, CNN Washington Bureau, Rachael Ray Show, the Reading Eagle-Times, QVC and WIP Sports Radio. In addition, graduates hold positions in local and national corporations, public service institutions and not-for-profit agencies including the American Diabetes Association, Arrow International, Junior Achievement of Reading, the Reading Fightin Phils, Reese Advertising and UGI Utilities. Graduates have continued their studies at graduate institutions including The New School, Temple University, The University of Pennsylvania and Villanova University. Our Career Development staff provides assistance with résumé preparation, interview skills and job and graduate school searches.

CAREER OPPORTUNITIES

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<tr>
<th>Advertising Account Executive</th>
<th>Events Manager</th>
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<tr>
<td>Audiovisual Specialist</td>
<td>Fashion Merchandiser</td>
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<tr>
<td>Columnist</td>
<td>Lawyer</td>
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<td>Communications Specialist</td>
<td>News Writer/Editor</td>
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<td>Corporate Communications Director</td>
<td>Photojournalist</td>
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<td>Event Planner</td>
<td>Public Relations Specialist</td>
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<td>Radio/Television Announcer</td>
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<td>Social Media Manager</td>
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<td>Technical Writer</td>
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<td>Training &amp; Development Coordinator</td>
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<td>Web Design</td>
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CURRICULUM OVERVIEW

BA/Communication

Liberal Arts Core (51-53 credits)
All Alvernia University Students are required to complete between 31-55 credits toward the Liberal Arts Core. Transfer work may be applicable for this area. As part of the application process, students receive specific information regarding remaining credits.

General Elective requirements (as needed)*

*Communication Major Requirements (30-39 credits)
COM 103 Fundamentals of Speech 3 credits
COM 122 Mass Media: Theory and Application 3 credits
COM 131 Writing for the Media 3 credits
COM 420 Law and Ethics of Mass Communication 3 credits
COM 480 Research Seminar –OR– 3-12 credits
COM 481 Internship 3-12 credits
CIS 105 MS Excel Bootcamp –OR– 3 credits
CIS 115 Technology for the Workplace 3 credits
COM ___ Communication Electives 6 credits
ENG ___ English Electives 9 credits
___ ___ Related electives 6 credits

Majors must complete one of the two following tracks:

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):
ART 103 Color and Design
ART 209 Basic Photography
ART 281 Graphic Design and Illustration
ART 309 Intermediate Photography
BUS 207 Marketing Principles
BUS 208 Sales Management
BUS 309 Advertising and Promotion
BUS 314 Retail Management
PSY 101 Introductory Psychology
PSY 405 Social Psychology

Corporate Communications:
(Choose four of the following)
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 280 Human Resources Management
BUS 320 Labor Relations
PSY 101 Introductory Psychology
PSY 306 Group Dynamics
PSY 350 Industrial & Organizational Psychology
PSY 405 Social Psychology

*A minimum total of 123 credits are required to earn a bachelor's degree. To adhere to Franciscan Values, community service hours are also required. Transfer students admitted to Alvernia's Mid-Degree Program must complete a minimum of 30 Alvernia credits at the 300/+ level.

CONTACT INFORMATION

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School of Adult Education
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