Communication | Major

“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

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<tr>
<th>Actor/Actress</th>
<th>Event Planner</th>
<th>Photojournalist</th>
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<tbody>
<tr>
<td>Advertising Account Executive</td>
<td>Events Manager</td>
<td>Producer - Television, Film, Theater</td>
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<tr>
<td>Audio/Visual Specialist</td>
<td>Fashion Merchandiser</td>
<td>Public Relations Specialist</td>
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<td>Columnist</td>
<td>Foreign Correspondent</td>
<td>Radio/Television Announcer</td>
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<tr>
<td>Corporate Communications Director</td>
<td>Lawyer</td>
<td>Sportscaster</td>
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<tr>
<td>Director - Film, Video, Theatre</td>
<td>News Writer/Editor</td>
<td>Web Design</td>
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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 220 Event Planning
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 296 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 262 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

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 121Introduction 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).