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. 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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<tr>
<td>Advertising Account Executive</td>
<td>Events Manager</td>
<td>Producer - Television, Film, Theater</td>
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<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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<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 480 Research Seminar –OR–
- COM 481 Internship
- CIS 105 MS Excel Bootcamp –OR–
- CIS 115 Technology for the Workplace

Communication Electives 6 credits
English Electives 9 credits
Related electives 6 credits

Major must complete one of the six following tracks:

Corporate Communications:
- 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 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:
- 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

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:
- 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

Any History or Political Science course

Program requirements are subject to change. Contact your admissions counselor for the most up to date information.

CONTACT INFORMATION

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