



ROCHESTER UNIVERSITY

# MASS COMMUNICATION

“Good communication” consistently ranks in the top five skills that employers want, along with critical thinking and problem solving. RU’s mass communication program can equip you with the strong oral, written and interpersonal skills, and critical thinking abilities you need to become an effective communicator in today’s global workplace. You’ll also learn to be a professional in the media field who exhibits ethical and faith-based approaches to your work.

The traditional program combines both coursework and practical experience by working with Shield Media, RU’s student media; creating a media campaign for a client; and though a media internship.

## YOU HAVE AN EPIC STORY TO TELL

College should be more than just getting a degree. At RU, we prepare you for your professional and personal future. Our combination of general education classes — in addition to your major courses — will give you **equipment for living** so that you can live an **EPIC** life.

**EXPLORE.** Understand the world in all its beauty, diversity and complexity.

**PREPARE.** Gain knowledge and skills to serve in your business or organization.

**INTEGRATE.** Connect and apply knowledge in your professional and personal life.

**CALLING.** Discern what God has called you to be and do.



OUR B.S. DEGREE IN MASS COMMUNICATION OFFERS TRACKS IN:

## INTEGRATED MEDIA

This track offers you a wide-range of knowledge and skills to prepare you for a career in media or communication. It combines skill-based courses in writing, digital media, photography, video and design, along with courses such as public relations, marketing, media law and media ethics to prepare you for all aspects of a professional career.

## BROADCAST MEDIA ARTS DIGITAL MEDIA ARTS GRAPHIC COMMUNICATION

These tracks are offered in affiliation with Specs@Lawrence Tech University in Southfield. Complete your mass communication core classes at RU, and then choose a specific skill area to learn over a calendar year at Specs@LTU.

- **Broadcast Media** teaches you about radio, television and new media broadcasting.
- **Digital Media** trains you in digital video and image production, editing and technical operation.
- **Graphic Communication** immerses you in image creation and manipulation, digital imaging, and branding and logo creation

## FILM PRODUCTION

This track is credited to students who have completed the Motion Picture Production program at the Motion Picture Institute prior to starting at Rochester University.



## WHAT WILL I LEARN?

The Department of Mass Communication incorporates these learning outcomes into its program:



Produce all forms of mass communication by applying functional area concepts and theories through writing, oral presentations and digital technologies. Critically evaluate your own work and that of others for accuracy, fairness and clarity.



Understand and evaluate the historical and cultural forms of mass communication with special focus on audience diversity and a faith perspective of communication practices.



Apply professional ethical principles aligned to the First Amendment with special focus on the relationship between media ethics and a faith system.



Students will develop an understanding of their intrinsic worth as people created by God for a purpose, with responsibility to reflect that to the community and as mass communication professionals.

## WHAT ABOUT MY CAREER?

After graduation, a bachelor of science degree in mass communication will help you attain jobs in these related fields:

- Communication Director
- Public Relations Manager
- Public Relations Coordinator
- News Producer
- Television Producer
- Radio Producer
- Interactive / Digital Producer
- Publications Editor
- Journalist
- Photojournalist
- Copywriter
- Digital Media Specialist
- Digital Marketing Specialist
- Social Media Specialist
- Graphic Designer
- Corporate Communication

## ACCELERATED DEGREE

We also offer a fully online accelerated degree with eight-week semesters comprising of the mass communication core and a marketing communication track.

This degree is designed to assist those who have earned an associate's degree or other recognized accredited qualification to complete a bachelor's degree in a timely manner.

## DEVELOP PRACTICAL SKILLS FOR SUCCESS

For success in the mass communication industry, students must have practical experience and a polished portfolio. Our students achieve this by completing a media internship and by working with Shield Media, RU's student media.



Faculty in the department train and oversee students in the preparation and production of Shield Media, which creates a magazine, website, podcasts and videos. Working in these areas offers students the opportunity to use their creative talents in producing content while at the same time gaining valuable media experience. Scholarships are available to students who work as editors and producers.

## WHAT OUR ALUMNI SAY



### QUE MORGAN

Assistant Marketing Development Manager  
Class of 2017

*I started my career with General Motors as a district digital manager, helping dealers with the development of their digital marketing strategy and plan. I'm also a speaker, event host and podcaster. RU helped me expand and refine the communication skills needed to excel in all of my professions. More importantly, my professors motivated me to trust God, trust myself and know I belonged there. Today, I carry that attitude of belonging in every room I am invited in.*

CONNECTING MINDS, CRAFTING MESSAGES:  
EXPLORE THE WORLD OF MASS COMMUNICATION