

Applied Communication Studies

ABOUT THIS PATHWAY

Build strong communication, media, and storytelling skills across multiple platforms. This pathway prepares students to communicate with clarity, creativity, and professional impact.

WHO IS THIS FOR?

- Students interested in media, marketing, or communication careers
- Strong writers and public speakers
- Students drawn to digital and broadcast media

POSSIBLE CAREER DIRECTIONS

- Media Specialist
- Marketing Coordinator
- Content Creator
- Communications Assistant

EXAMPLE PATHWAY COURSES

COMM 201 Introduction to Mass Communications

COMM 281 Basic Videography Workshop

ENGL 110 Composition I

SPEE 313 Oral Interpretation

COMM 304 History of Broadcasting

COMM 360 Writing for Filmmaking

ENGL 346 Practicum in Writing

MKTG 407 Digital Marketing Analytics

COMM 496 Internship in Mass Media

COMM 499 Senior Seminar in Mass Communicat...

IMPORTANT NOTE:

Courses listed are examples only. Students work with their academic advisor to build a fully customized degree plan that meets all graduation requirements.