



COMMUNICATIONS

BACHELOR OF ARTS (B.A.)

Gain a comprehensive understanding of the media's role in society, from broadcast and social media to journalism, video game design, and more!

Learn to critically evaluate the past, present, and future of communications so you can adapt and excel within its ever-changing structure. The program includes hands-on and theoretical courses to provide students with a well-rounded experience. Build a foundation in the creation of media, its effects, and significance.

OPPORTUNITIES AT KING'S COLLEGE

Professionals with extensive field experience guide students through the track selection and career preparation, in addition to teaching courses in their area of expertise. This offers students a strong advantage in the field as they prepare not only for their required internship, but also their future.

Specialize in a track that's right for you. With multiple tracks to choose from—Broadcast and Social Media, Multi-platform Journalism, Video Game Design, and Visual and Brand Communications—students gain both a holistic understanding of communications and a focused experience in their chosen area.

Create and explore with campus equipment. Utilize spaces like the TV studio and the campus radio station, or borrow equipment such as high-quality cameras for shooting footage or taking photos.

Learn to network and grow your brand. With the required internship, students are encouraged to connect with the local or global community in order to grow their personal brand and gain relevant field experience.

Earn a master's degree faster with our 4+1 program. Students can complete a B.A. in Mass Communications and an M.A. in Strategic Communications in only five years.



**KING'S
COLLEGE**
TRANSFORMATION. COMMUNITY. HOLY CROSS.

CAREER OPPORTUNITIES

By acquiring effective communication skills—oral, written, and visual—our graduates are prepared for careers in various fields. With how social media and e-commerce have evolved, our majors find employment in any aspect of the corporate world as well.

Graduates have found careers in advertising and marketing (in corporate, agency, and non-profit environments), audio/visual companies, federal, state, and local government, consumer and trade magazines, and more. Some specific roles include:

- broadcast, sound, and video technicians
- camera operator
- film and video editor
- graphic designer
- producer and director
- public relations specialist
- social media specialist

DEGREE REQUIREMENTS

Below is a sample of courses offered in this program. For a complete list of programs and courses, see our Degree Requirements online.

COMM 111	Survey of Mass Communications
COMM 115	Computer Applications
COMM 131	Writing for Mass Communications
COMM 233	Introduction to Visual Communications
COMM 237	Mass Communications Law
COMM 296	Mass Communications Practicum
COMM 311	Theories and Perspectives
COMM 490	ePortfolio for Mass Communications
COMM 493	Research Methods in Mass Communications
COMM 499	Mass Communications Internship

BROADCAST AND SOCIAL MEDIA

COMM 251	Radio and Audio Production
COMM 253	TV Studio Production
COMM 336	Social Media
COMM 354	Video Field Production

MULTI-PLATFORM JOURNALISM

COMM 223	Broadcast News Writing
COMM 226	Principles and Practices of News Writing
COMM 320	Global Perspectives in Journalism
COMM 324	Multi-Platform Storytelling

VIDEO GAME DESIGN

COMM 244	Intro to Video Game Design
COMM 245	Video Game Design & Development
COMM 388	Character Animation
COMM 389	Virtual Environments

VISUAL BRAND COMMUNICATIONS

COMM 212	Intro to Digital Photography
COMM 225	Sports Media
COMM 243	Fundamentals of Image Manipulation
COMM 290	Media & Communication Campaigns



\$156,580

MEDIAN ANNUAL SALARY FOR
MARKETING MANAGERS

8%

OVERALL EMPLOYMENT GROWTH
FROM 2023-33

*Statistics provided by U.S. Bureau of
Labor Statistics*

CONTACT US

Scott J. Weiland, Ph.D.

Associate Professor, Chair
Mass Communications Department
Program Director, Master of Arts in
Strategic Communications
scottweiland@kings.edu

Office of Admission

admissions@kings.edu
(570) 208-5900

kings.edu/comms