



BACHELOR OF ARTS IN MEDIA COMMUNICATION

CONCENTRATIONS

Film Production
Mass Media Studies
Production

Career Paths

Advertising Agency
Church Media
Media Arts Teacher
Multimedia Producer
News Reporter
Radio Broadcaster
Television Broadcaster
Web Designer

USE CREATIVITY TO CHANGE THE WORLD.

A BA in Media Communication will help you make sense of—and make a difference in—a media-saturated world. Our professionally-focused Media Communication degree program integrates faith with everything you need to know about advertising, broadcasting, digital media, journalism, public relations, strategic communication, and studio production. You can customize your degree experience with a concentration in mass media or production.

As you learn to create digital multimedia projects, deliver presentations, and develop website content, you'll also get practical professional experience. As a Media Communication major, you'll take on clients, use industry-standard equipment and applications, and graduate with a strong portfolio. In addition to exploring the Crawford Strategy Media Production Lab on campus, you'll have opportunities to intern with local businesses and media outlets.

**Southern
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UNIVERSITY

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