

BACHELOR OF  
ARTS



## STRATEGIC AND MASS COMMUNICATION

Since technology is changing the way communication professionals work within organizations, students earning a degree in the major will have the tools to help design strategic communication plans to effectuate the mission of the organization. Since employment positions are not limited to specific areas of communication, students will be able to fill any open communication position.

If you're looking for a "people profession," Tiffin University's communication major might be the right fit for you. Among the many professions that hire graduates with a communication degree are education, management, training, corporate communication, public relations, personnel, sales, media, advertising, journalism, law, marketing and politics. In fact, employers often identify communication skills as the most important (and yet often missing) in both entry-level and senior members of their organizations. At TU, we know what it takes to provide you with an education for the real world, so you won't miss a step on your way toward real success.

Browse our programs of study for public relations, journalism or electronic media concentrations. Also, be sure to look at our minors in journalism, public relations and electronic media. Internships make it real, and TU has the real resources to give you real advantages.

TU offers plenty of real opportunities for real engagement in your major. On campus, students



work with professors or in internships to further develop their communications skills. TU also has a variety of academic major-oriented clubs, so you can make real connections with your fellow students.

According to the Bureau of Labor Statistics, the median annual wage for media and communication workers (such as announcers, interpreters and translators and technical writers) was \$61,310 in May 2020.

### Strategic and Mass Communication Major: 36 hours

- ENG262 Editing
- COM212 Introduction to Public Relations
- COM218 News Writing (w)
- COM241 Introduction to Mass Communication
- COM318 Feature Writing (w)
- COM320 Argument/Persuasion Theory and Practice
- COM329 Writing for Electronic Media (w)
- COM340 Law and Communication
- COM350 Elements of News Production
- COM414 Crisis and Risk Communication
- COM441 Organizational Communication and Conflict Resolutions
- COM450 Critical Analysis of Mass Media



### Tiffin University

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