





## **2011-12 Major Concentration in Communication & Media (COM) Bachelor of Arts Degree in Liberal Studies**

The Communication and Media major concentration is designed to provide students with an interdisciplinary understanding of how massive changes in the media—from global digital communications, wireless networks, Web 3.0, and persistent connectivity—are transforming media usage and media industries around the globe. The program explores how all mediated forms (film, print, digital, and electronic) affect people, organizations, and cultures with a focus on training critically aware professionals for advanced careers in media. Courses help students explore their own values and practices as well as how they shape the values and practices of others through producing media. Students who choose this major concentration will already have developed specific skills in the media of their choice through their lower-division pre-requisites. The AUSB program is designed to help students utilize those skills to responsibly influence the way people work, communicate, and engage together in a global society.

This concentration is ideal for people interested in a career in communications and/or media related fields in corporate, public, government and nonprofit organizations. Potential careers include: marketing director, web analyst, public relations executive, producer, journalist, new media strategist, e-commerce account executive, content writer, filmmaker, videographer, public information, online marketing, blogger, web designer, and advertiser.

### **Curriculum**

This concentration is built upon a foundation of courses related to crafting a narrative/message and purposefully moving that message into the world through various forms of distribution. An emphasis is placed on media as a change agent global culture. Courses in the related disciplines of psychology, business, education, global studies, and multiculturalism round out the curriculum. Students are encouraged to use independent studies and internships to focus the major in areas of specific interest regarding personal and professional goals.

In addition to the degree requirements, students pursuing any concentration must complete a minimum of 30 and a maximum of 60-quarter units with at least 24 upper-division units completed at AUSB. All courses at AUSB are upper-division and students pursuing this concentration must complete the lower-division pre-requisite courses prior to their second term. Students are strongly encouraged to complete several of the following courses (chosen in consultation with an Academic Advisor):

- The Narrative
- Publishing & Distribution
- Community Dialogue & Coalition Building
- Media, Communication & Culture
- Interpersonal Comm in Media World
- Social Media
- Group Dynamics
- Public Speaking
- World Media
- Contemporary Issues in Film/Video Media
- Contemporary Issues in Print Media
- Intercultural Communication

Students may choose from the following related courses to complete their curriculum: Business Finance, Leadership & Project Management, Strategic Marketing, Business Planning & Development, Creative Writing: Fiction, Non-Fiction Writing, Personal Journal, and Exploration of Film to name a few.

### **Internships**

Internships that provide hands-on experience in communication and media may be designed in a variety of settings. Antioch encourages students to design their own internships. For example, students can earn credit for such activities in their workplace as designing a public relations campaign, implementing new social media advertising, or producing a relevant film or video.