COLLEGE OF
LIBERAL ARTS & SCIENCES

Bachelor's Degree Program

COMMUNICATIONS

Specialization: **Emerging Media Communication**

ABOUT THIS DEGREE PROGRAM

A bachelor's degree in Communications can prepare and empower you to respond critically and creatively to real-world challenges. At DeVry University, our curriculum is developed with input from industry and education leaders across the country. You can develop skills in areas, such as public relations, journalism and technical writing, and learn to communicate with confidence, clarity and credibility. From information analysis and understanding diversity, to collaboration and complex problem solving, the skills you develop can help prepare you for work in the communications field.

Specializations offered within the Communications degree program:

- Business Communication
- Communication Design Management
- Emerging Media Communication

GENERAL EDUCATION COURSEWORK

At DeVry University, we believe in the value of a comprehensive education. This means broadening your knowledge and skill sets beyond the area of your degree program, to prepare you to succeed in today's diverse and evolving workplace.

From day one, you can learn important analytical and communication skills, such as problem solving, reasoning and analysis, academic and professional writing, and mathematics and statistics skills. These skills can better equip you to work across cultures and understand a wide range of concepts that influence your area of study.

General Education Coursework:

- Communication Skills
- Humanities
- Mathematics
- Natural Sciences
- Social Sciences

CORE-DEGREE COURSEWORK

ALL of these courses

BUSN115	Introduction to Business and Technology
BUSN319	Marketing
CARD405	Career Development
COLL148	Critical Thinking and Problem-Solving
COMP100	Computer Applications for Business with Lab
COMP129	PC Hardware and Software with Lab
ECON312	Principles of Economics
ENGL112	Composition
ENGL135	Advanced Composition
ENGL227	Professional Writing
LAS432	Technology, Society, and Culture
MATH114	Algebra for College Students
MATH221	Statistics for Decision-Making
MGMT404	Project Management
PSYC305	Motivation and Leadership
SCI214	Integrated Science with Lab

1 of these courses

BIS155	Data Analysis with Spreadsheets with Lab
BIS245	Database Essentials for Business with Lab
CIS115	Logic and Design
WGD210	Digital Imaging Fundamentals

1 of these courses

PSYC110	Psychology
SOCS185	Culture and Society
SOCS190	Cultural Anthropology

1 course with prefix

ACCT	GSCM	MGMT	SEC
BIS	HOSP	MKTG	SUST
BUSN	HRM	PROJ	
ECOM	HSM	SBE	

Programs, course requirements and availability vary by location. Some courses may be available online only. DeVry's academic catalog, available via devry.edu/catalogs, contains the most current and detailed program information, including admission, progression and graduation requirements. Information contained herein is effective as of date of publishing.

DeVry University
DIFFERENT. **ON PURPOSE.**

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ABOUT THIS SPECIALIZATION

In Emerging Media Communication, writers and editors produce a variety of media and communications through existing and emerging media formats. As a graduate, you may work for a company developing content for users with special interests, and making content available on websites or through applications. You may also work for a business or organization developing content for online newsletters, HTML emails, blogs, web and social media sites.

Typical tasks include: planning, researching and composing editorial content; replying to posts; monitoring and replying to blog posts; updating website content, developing infographics, and writing scripts for online videos, email and social media communities; engaging in creative collaboration; and working with content management systems.

Graduates of DeVry University's Communications degree program with a specialization in Emerging Media Communication may consider careers including, but not limited to, the following:

- Creative Writer
- Electronic Marketing Media Specialist
- Interactive Media Writer
- Web and Interactive Media Content Editor
- Web Content Specialist
- Web Content Writer

KNOWLEDGE AND SKILLS

PRODUCTION — Gain knowledge of media types, creation methods, and delivery techniques. This includes alternative ways to inform and entertain via written, oral, electronic and visual media.

DIGITAL COMPETENCY — Use computer hardware and software to enter information/data, set up functions and process information.

CREATIVE THINKING — Develop, design or create new electronic properties and websites; build relationships and cultivate ideas to enhance systems or products.

ORIGINALITY — Invent unique or clever ideas about a given topic or situation, or develop creative ways to solve a problem.

PERSUASION — Convince others to change their mind or behaviors.

JUDGEMENT AND DECISION MAKING — Consider the relative costs and benefits of potential actions to choose the most appropriate one.

CRITICAL THINKING — Use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

WRITING — Prepare effective and appropriate written communication by audience.

PROGRAM-SPECIFIC COURSEWORK

ALL of these courses

COMM491	Senior Project I
COMM492	Senior Project II
ECOM340	Internet Marketing
PSYC315	Social Psychology
SEC280	Principles of Information Systems Security
TC310	Document Design
TC440	Web Design
WGD201	Visual Design Fundamentals
WGD205	Advanced Design and Rapid Visualization

1 of these courses

BUSN258	Customer Relations
HIST410	Contemporary History
PHIL447	Logic and Critical Thinking
POLI410	Social Movements
WGD229	Information Design

In New York, DeVry University operates as DeVry College of New York.

DeVry University is accredited by The Higher Learning Commission (HLC), www.hlcommission.org. DeVry is certified to operate by the State Council of Higher Education for Virginia. DeVry University is authorized for operation by the THEC. www.tn.gov/thec. Nashville Campus - 3343 Perimeter Hill Dr., Nashville, TN 37211. Program availability varies by location. ©2016 DeVry Educational Development Corp. All rights reserved. Version 04/04/16

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