Communication Arts

at Benedictine University

Why study communication arts at Benedictine?

The Communication Arts program is a liberal arts program designed to prepare you to enjoy a career in the media industry. You will study theory, writing and print and electronic media, ultimately achieving the well-rounded experience that is necessary for today's workforce. Our approach is rooted in the liberal arts tradition.

What does a degree in Communication Arts at Benedictine offer?

Upon graduation from Benedictine University with a degree in Communication Arts, you will have developed the required knowledge and skills necessary to enter the workforce.

What careers are available with a degree in Communication Arts?

- Advertising
- Book and manuscript editing
- Broadcasting/cable television
- Computer graphic design
- Desktop publishing
- Freelance writing
- Journalism
- Magazine editing, layout and design
- Magazine writing
- Newsletter production
- Newspaper editing and reporting
- Public relations
- Publications editing
- Publishing
- Script writing
- Television/video production and direction
- Web page design and multimedia

How does the program work?

You will become experienced in:

- Broadcasting
- Editing
- Layout and design
- Multimedia
- News writing
- Photography
- Production
- Publishing

You will be able to:

- Produce a feature story for a magazine
- Produce a newsletter or brochure using QuarkXPress and InDesign
- Produce a news story for a newspaper or journal
- Produce a television commercial
- Produce an interactive web project
- Conduct an on-camera interview

You will have a professional portfolio and will leave Benedictine with knowledge and insight in every aspect of the media industry. Within your portfolio, you will have gained both work and academic experience to help you develop a professional resume. A portfolio will give you an added advantage in the workforce.

Recommended Program

Bachelor of Arts in Communication Arts

FRESHMAN

Writing Colloquium	3
Mathematics (MATH 105, 108 or 110)	3
Artistic and Creative (QCA) course	3
Social Scientific I: Individuals, Organizations and Societies (QIO) course	3
Life Scientific (QLS)	3
	15
Basic Speech	3
Research Writing	3
Introduction to Media Studies and Mass Persuasion	3
Physical Scientific (QPS) course	3
Literary and Rhetorical (QLR) course	3
	15

JUNIOR

Public Relations Writing	3
Photojournalism	3
Television Production	3
Computational, Mathematical and Analytical (QCM)	3
Historical (QHT) course	3
	15
COMM 200-level elective	3
A COMM 300-level applied elective	3
Elective	3
Religions/Theological (QRT) course	3
Elective	3
	15

SOPHOMORE

Social Scientific II: Political, Global and Economic Systems (QPE)	3
Editing for Publications	3
News Writing and Reporting	3
Writing for the Electronic Media	3
Catholic and Benedictine Intellectual Traditions (IDS 201)	3
	15
Layout and Design for Publication	3
Philosophical (QPL) course	3
Electives	9
	15

SENIOR

Mass Media Law and Ethics	3
COMM 300-level elective	3
Human Dignity and the Common Good (IDS 301)	3
Electives	6
	15
COMM 300-level Theory elective	3
Communication Internship	3
Senior Portfolio	3
Electives	6
	15

"Students can get hands-on experience in the media."
- Peter Seely, M.A., Chair, Department of Communication Arts

"You acquire real-world skills you can apply to any communications-related endeavor."
- Mario Parker, C05, B.A., Communication Arts

Recommended Program

Bachelor of Arts in Communication Arts

(Sports Communication Concentration)

What is the Sports Communication Concentration?

Sports are ingrained in American culture. For many, they are more significant and better understood than international events. The sports section is a key part of most major newspapers and sports are a significant component of every local news broadcast. Americans spend billions of dollars on everything from tickets to sports-endorsed merchandise. Advertisers spend billions of dollars to get their products in front of sports fans. Job opportunities are increasing as new sports gain popularity and television networks include more sports programming.

The Sports Communication Concentration examines this phenomenon and the impact that it has on the fiber of American society. A series of courses are offered for students with a background or interest in media communications and who have a special passion for sports. This concentration helps develop the basic writing, reporting, research, design and production skills we teach to all Communications Arts majors, with a special concentration designed to adapt those skills to the exciting field of sports communications. Students learn the skills and principles necessary for a career in sports. The concentration allows the graduate to pursue a variety of career options related to sports information, such as sports writer, sports anchor, front office administrator, community relations director and athletic director at the high school, college, semi-professional and professional levels.

Communication Arts majors wishing to pursue a Sports Communication Concentration do not have to take Introduction to Communications (COMM 150) or Advertising Copywriting (COMM 263). Instead, these students take:

MGT 305 Introduction to Sports Culture in America (3)

COMM 264 Sports Journalism (3)

COMM 265 Sports Broadcasting (3)

COMM 297 Internship in Sports and Leisure Communication (3)