Courses
In addition to six core courses, students choose from discipline-specific electives to personalize the program. Following a track in advertising or public relations, the program truly can be tailored to your interests and goals. Here's a sample of what you can expect to learn and do:

Brand Lab
This student run agency offers real-world experience in public relations, design, photography and videography, social media, advertising, event and strategic planning by working with for-profit companies to create communication solutions.

Sports Promotion
Students learn promotions and marketing strategies used by professionals in the world of sports. Students examine the marketing of sports products, increasing media audiences, and live attendance as well as the selling of sports related products. From celebrity endorsements to sponsorships and partnerships, students will walk out with the tools they need to begin a career in sports communication.

Digital Communication
In this hands-on course students use tools such as Snapchat, Instagram, Wordpress, Avid, Facebook Live, and more to create campaigns and tell stories. Students learn critical thinking skills about the technology used to produce mass media messages in modern American society. They are introduced to visual theories as well as elements and principles of design. The digital communication student leaves this course versed in current media technologies with a critical understanding of its use in creating memorable and meaningful communication materials.