

# MASS COMMUNICATION

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## Program Description

The Mass Communication program provides students with a concentration in media strategies and applications. A series of core classes offer students the opportunity to develop the knowledge, theory, and skills that prepare them for the ever-changing, broad field of mass communication. Students have the opportunity to take a wide range of elective courses that focus on audio and video production, journalism, public relations, and emerging content creation, such as managing social media platforms. In addition, all students work with at least one of the campus student media organizations or clubs (CMU-TV, KMSA radio, *The Criterion* newspaper, *Horizon Magazine*, and the Photo Club) as well as an outside media business or a client for an internship to gain real-world experience.

The Mass Communication program prepares graduates to enter graduate school and/or find successful careers across the country in traditional mass media (magazines, newspapers, radio, TV stations, public relations, and advertising), as well as in non-traditional settings such as online media, non-profits and government agencies.

## Contact Information

Department of Languages, Literature, and Mass Communication  
Escalante Hall 237  
970.248.1687

## Programs of Study Certificates

- Arts Media Communication (Professional Certificate)

## Bachelors/Minors

- Mass Communication (Minor)
- Media Strategies and Applications, Mass Communication (BA)