

Communication Studies Degree “Strength Area” Road Maps

These maps identify strength areas within our curriculum. Each general area/map indicates various job/career titles applicable to that area. Don't limit yourself to the classes within each map. Not all courses are offered yearly.

Advertising/PR/Marketing

[Market/Marketing Researcher, Copy Writer, Account Executive, Media Planner, Media Buyer, Publicity Manager, Community Relations Director, Public Relations Officer]

251: Understanding Media Industries
261: Views on the News: What Shapes our Media Content
281: Media Psychology
313: Behind the Digital Screen
316: Designing & Analyzing Social Media Feeds
317: Designing Persuasive Communication
326: American Magazines
327: Media Economics
347: Advertising & the New Media Environment
348: Media & the Body
362: Digital Media Foundations
365: Visual Culture & Visual Literacy
371: Media, Culture & Society
380: Persuasion, Communication & Campaigns
411: Mass Communication & Public Opinion
413: Environmental Communication
417: Marketing for Social Change
421: Media Law & Policy
454: Global Media Dynamics
461: Visuality & New Media
465: Health Communication & Health Behavior Change
472: Celebrity Influences
477: Media & Celebrity Culture
480: Strategic and Persuasive Communication

Journalism

[Reporter, Editor, Blogger, Script Writer, News Service Researcher, Technical Writer, Proposal Coordinator]

251: Understanding Media Industries
261: Views on the News: What Shapes Our Media Content
325: Media & Globalization
326: American Magazines
328: Media & Democracy
329: Media & Political Behavior
350: Rise & Demise of Mass Culture
371: Media, Culture & Society
380: Persuasion, Communication & Campaigns
411: Mass Communication & Public Opinion
413: Environmental Communication
415: Communication, Identity & the Public Sphere
425: Media & Globalization
430: Media in U.S. History
431: Supreme Court News Coverage
432: Foreign News Coverage
435: News Media Ethics
439: Seminar in Journalist Performance
440: Global Iconic Events
444: Race, Representation & the Media
455: Global Visual Cultures
462: Feeling Political? Affect, Emotion & Personality
463: Communication & Political Representation
465: Health Communication & Health Behavior Change
467: Debating Politics & Science; Science, News, Public Opinion & Policy
468: Political Misinformation & Misperception
470: Minority Self-Representation in the Media
480: Strategic & Persuasive Communication

New/Social Media

[Social Marketing Officer, Social Media Marketer, Social Media Researcher, Digital Media, Producer, Content Strategist, Digital Media Designer, Online Community Manager, Online Analytics Researcher, Search Marketing Officer]

251: Understanding Media Industries
271: Communication Revolutions
312: Television in the Digital Age
313: Behind the Digital Screen
315: Critical Approaches to the Internet
316: Designing & Analyzing Social Media Feeds
334: Race, Gender, Sexuality & U.S. Culture in Video Games
347: Advertising & the New Media Environment
362: Digital Media Foundations
365: Visual Culture & Visual Literacy
410: Internet & Political Communication
418: Designing Web Research
422: Social Media & Politics
423: Computer Mediated Communication
424: Race, Gender & New Media
425: Internet, Society & the Law
445: Music & Mediated Identity
454: Global Media Dynamics
460: History of Technology & Modern Culture
461: Visuality & New Media
462: Feeling Political? Affect, Emotion & Personality
464: Social Consequences of Mobile Communication
466: Global Digital Politics
468: Political Misinformation & Misperception
469: Play & Technology
472: Celebrity Influences
477: Media & Celebrity Culture

Entertainment Industries

[Media Industry Executive, Producer, Business Manager, Talent Agent, Media Critic, Sports Media]

251: Understanding Media Industries
281: Media Psychology
312: Television in the Digital Age
313: Behind the Digital Screen
325: Media & Globalization
327: Media Economics
334: Race, Gender, Sexuality & U.S. Culture in Video Games
335: History of U.S. Broadcasting
348: Media & the Body
350: Rise & Demise of Mass Culture
362: Digital Media Foundations
365: Visual Culture & Visual Literacy
371: Media, Culture & Society
375: Sports, Media & Culture
421: Media Law & Policy
430: Media in U.S. History
443: LA, Bombay, Hong Kong: Cultural Industries in Transition
445: Music & Mediated Identity
446: Reality & Television
454: Global Media Dynamics
455: Global Visual Cultures
456: Critical Issues in Television: The Post-Network Era
472: Celebrity Influences
475: Mass Media in the World
477: Media & Celebrity Culture

Global Media

[Media Industry Executive, Media Business, International Account Management, Diplomat]

251: Understanding Media Industries
271: Communication Revolutions
310: Representation of Black Life & Culture in Global Perspective
325: Media & Globalization
371: Media, Culture & Society
375: Sports, Media & Culture
424: Race, Gender & New Media
432: Foreign News Coverage
440: Global Iconic Events
443: LA, Bombay, Hong Kong: Cultural Industries in Transition
447: Women & Islam: The Politics of Representation
454: Global Media Dynamics
455: Global Visual Cultures
464: Social Consequences of Mobile Communication
466: Global Digital Politics

Media Psychology

[Health Campaign Coordinator, Healthcare Advocate, Grants Writer, Public Affairs Officer, Research Analyst, Social Work, Counseling, Communication Statistician, Graduate School]

261: Views on the News: What Shapes Our Media Content
281: Media Psychology
317: Designing Persuasive Communication
318: Media & Violence
329: Media & Political Behavior
348: Media and the Body
371: Media, Culture & Society
375: Sports, Media & Culture
380: Persuasion, Communication & Campaigns
413: Environmental Communication
415: Communication, Identity & the Public Sphere
417: Marketing for Social Change
424: Race, Gender & New Media
429: Sexual Identities & Media
462: Feeling Political? Affect, Emotion & Personality
464: Social Consequences of Mobile Communication
465: Health Communication & Health Behavior Change
482: Children & the Media
483: Media & Intergroup Conflict

Media Law and Public Policy

[Pre-law, Legal Researcher, Legal Reporter, Policy Analyst, Community Organizer, Activist, Government Relations Officer, Lobbyist]

251: Understanding Media Industries
261: Views on the News: What Shapes our Media Content
328: Media & Democracy
335: History of U.S. Broadcasting
350: Rise & Demise of Mass Culture
411: Mass Communication & Public Opinion
413: Environmental Communication
415: Communication, Identity & the Public Sphere
421: Media Law and Policy
425: Internet, Society and the Law
428: Gender, Media and the Law
429: Sexual Identities & Media
431: Supreme Court New Coverage
435: News Media Ethics
444: Race, Representation & the Media
426: Feeling Political? Affect, Emotion & Personality
466: Global Digital Politics
467: Debating Politics & Science; Science, News, Public Opinion & Policy

Identity and Culture

[Specialized work in advertising, media industries, entertainment industries, Diversity Consultant; Education; Community Organizer; Graduate School]

261: Views on the News: What Shapes our Media Content
281: Media Psychology
310: Representation of Black Life & Culture in Global Perspective
326: American Magazines
334: Race, Gender, Sexuality & U.S. Culture in Video Games
348: Media & the Body
350: Rise & Demise of Mass Culture
365: Visual Culture & Visual Literacy
371: Media, Culture & Society
375: Sports, Media & Culture
415: Communication, Identity & the Public Sphere
424: Race, Gender, and New Media
426: Gender and the Media
428: Gender, Media & the Law
429: Sexual Identities & Media
444: Race, Representation & the Media
445: Music & Mediated Identity
447: Women & Islam: The Politics of Representation
454: Global Media Dynamics
457: Citizenship After Television
462: Feeling Political? Affect, Emotion & Personality
465: Health Communication & Health Behavior Change
470: Minority Self-Representation in the Media
472: Celebrity Influences
477: Media & Celebrity Culture
483: Media & Intergroup Conflict
486: Afro-Asian Popular Culture
487: African Americans in Popular Culture

Politics and Government

[Marketing Researcher, Lobbyist, Corporate Public Affairs Specialist, Public Opinion Researcher, Political Communication Strategist, Public Information Officer, Legislative Assistant, Research Analyst, Campaign Director, Communication Statistician, Government Relations Officer, Press Secretary, Graduate School]

261: Views on the News: What Shapes Our Media Content
281: Media Psychology
328: Media & Democracy
329: Media & Political Behavior
350: Rise & Demise of Mass Culture
380: Persuasion, Communication & Campaigns
410: Internet & Political Communication
411: Mass Communication & Public Opinion
413: Environmental Communication
415: Communication, Identity & the Public Sphere
417: Marketing for Social Change
421: Media Law & Policy
422: Social Media & Politics
425: Internet, Society & the Law
428: Gender, Media & the Law
430: Media in U.S. History
431: Supreme Court News
447: Women & Islam: The Politics of Representation
457: Citizenship After Television
462: Feeling Political? Affect, Emotion & Personality
463: Communication & Political Representation
466: Global Digital Policy
467: Debating Politics & Science: Science, News, Public Opinion & Policy
468: Political Misinformation & Misperception