Why study Communication Arts at Benedictine?

The Communication Arts program is a liberal arts program designed to prepare you to pursue 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
- 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 into the industries of mass media communications. 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 for entry into the workforce.
## Recommended Program
### Bachelor of Arts in Communication Arts

### FRESHMAN
- **Writing Colloquium**: 3
- **Mathematics (MATH 105, 108 or 110)**: 3
- **Artistic/Creative (QCA) course**: 3
- **Social Scientific I: Individuals/Organizations/Societies (QIO) course**: 3
- **Life Scientific (QLS)**: 3
- **Speech Communication**: 3
- **Research Writing**: 3
- **Advertising Persuasion and Consumer Society**: 3
- **Physical Scientific (QPS) course**: 3
- **Literary/Rhetorical (QLR) course**: 3
- **Total Units**: 15

### JUNIOR
- **200-level Writing elective**: 3
- **Photojournalism**: 3
- **Television Production**: 3
- **Computational/Mathematical/Analytical (QCM) course**: 3
- **Historical (QHT) course**: 3
- **Total Units**: 15

### SOPHOMORE
- **Social Scientific II: Political/Global/Economic Systems (QPE) course**: 3
- **Editing for Publications**: 3
- **News Writing and Reporting**: 3
- **200-level Writing elective**: 3
- **Catholic and Benedictine Intellectual Traditions (IDS 201-204)**: 3
- **Layout and Design for Publication**: 3
- **Philosophical (QPL) course**: 3
- **Electives**: 9
- **Total Units**: 15

### SENIOR
- **Mass Media Law and Ethics**: 3
- **300-level COMM elective**: 3
- **Human Dignity or the Common Good (IDS 301-304)**: 3
- **Electives**: 6
- **300-level COMM Theory or Applied course**: 3
- **Communication Internship**: 3
- **Senior Portfolio**: 3
- **Electives**: 6
- **Total Units**: 15

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*“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
What is the concentration in Sports Communication?

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 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 sports information director at the high school, college, semi-professional and professional levels.

Communication Arts majors wishing to pursue this concentration are not required to take Advertising Persuasion and Consumer Society (COMM 201) or Photojournalism (COMM 235). 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)