

# COMMUNICATION (BA) - INTEGRATED MEDIA TRACK

---

## Program Overview

This program uses a computer mediated communication focus to prepare graduates to enter the fast-changing mass media profession where the convergence of media models requires students to work across all media platforms. This training includes the traditional print and broadcast media as well as Internet, digital and social media. Students develop multi-platform media content (radio, television, digital) at all phases and work with industry professionals to hone their skills.

## Career Opportunities

- Digital Communication Director
- Social Media Director
- Web Designer
- Camera Crew
- Film & Documentary Pro