

Department of Media and Communication

Undergraduate Degree Programs

- **Media and Communication Major, B.A.**
- **Media and Communication Major, B.S.**
- **Advertising Minor**
- **Journalism Minor**
- **Radio-TV-Film Minor**

Graduate Degree Programs

- **Brand and Media Strategy, M.A.**
- **Digital Marketing, M.S.**
- **Film Production Graduate Certificate**

Careers in Media and Communication

Students in the Department of Media and Communication are prepared for careers in media production; marketing communication; television and film production; social media strategy; audience research and media analytics; digital journalism and broadcast news reporting; radio programming and production; and sports media.

For more career information associated with this program, visit the Occupational Outlook Handbook (OOH) at bls.gov/ooh/.

Program Highlights

The ETSU Department of Media and Communication is built on a foundation of professional experiences. With 70+ local, regional, and national professionals on our advisory board and project-based learning as well as industry-recognized certifications (Adobe, Google and others), we focus on the experiences you need to launch a great communication/media career. All research, creative, and strategy coursework is designed to provide professional preparation for students interested in creatively communicating with an audience through media. Digital storytelling and social media application/measurement is integrated across curricula. Our creative software foundation is in Adobe's Creative Cloud suite but we are also the first program in the country to partner with Adobe's Digital Experience Cloud in curriculum – this experience positions you for job placement upon graduation.

Points of Interest

Media and Communication students work closely with media professionals, who offer internships, career advice, portfolio critiques and résumé reviews. Media and Communication production facilities include everything you need to be a professional including comprehensive equipment and labs, radio station, BucTV-HD and audio suites. The department's coursework supports and complements majors and minors in other fields such as digital media, business/marketing, art and design, sociology, and literature and language. Curriculum is aligned with current industry requirements.

Contact: Department of Media and Communication - (423) 439-5575