


COMMUNICATION, MEDIA & TECHNOLOGY

 LA ROCHE UNIVERSITY

TODAY'S MEDIA INDUSTRIES ALL SHARE A COMMON GOAL: to entertain and inform. Whether you want to work in news media, advertising, broadcast, or television and radio, you need a solid foundation in communication and message design.

The Communication, Media and Technology major at La Roche University provides you with hands-on experience to excel in any multimedia field. Our program teaches you how to draft creative concepts, influence an audience, and provide programming for media such as radio, television, Internet and cable.



CURRICULUM

MAJOR COMPONENT

51 credits

Human Communication
Mass Media &
Digital Communication
Communication Between Cultures
or A Semester of Modern
Language
Communication Theory, Research
& Criticism
New Media & Digital
Communication Technology
Legal Issues of Media
& Digital Communications
Broadcasting, Cable
& New Media **or** Film Course

BASIC SKILLS AND FUNDAMENTAL KNOWLEDGE AREA

Select 6 credits

The Creative Process
Introduction to Cyberspace
Advertising & Public Relations
Marketing Management
Race, Class & Gender:
Intro to Sociology
Culture in Human Societies

*Courses in other majors can only be taken
with permission of advisor*

COMMUNICATING EFFECTIVELY

Select 9 credits

Modern Public Speaking
Contemporary Communication
through Discussion
Creative Dramatics
Creative Writing
Writing for Advertising
Writing for Nonprofits
Film & Visual Storytelling

COMMUNICATION, MEDIA & TECHNOLOGY ELECTIVES

Select 9 credits

Communication in Organizations
Introduction to Games Studies

Continued

LA ROCHE UNIVERSITY | 9000 Babcock Blvd. | Pittsburgh, PA 15237 | laroche.edu

Freshman Admissions
844-838-4578 | 412-536-1272
admissions@laroche.edu

Transfer Admissions
412-536-1260
transferadmissions@laroche.edu

CURRICULUM *(continued)*

Social Media Research & Analysis
 Special Topics
 Political Communication & Elections
 Message Design & Media
 Film Course
 Gamification

CAPSTONE REQUIREMENTS

6 credits
 Senior Capstone
 Internship

ACADEMIC CORE CURRICULUM

37 credits

FOUNDATIONS OF KNOWLEDGE

15 credits

Academic Reading and Writing
 Academic Writing and Research
 Digital Literacy
 Foundations of Quantitative Reasoning **or** College Algebra
 Oral Communication

LA ROCHE EXPERIENCE

4 credits
 LRX: Foundations
 Investigating Social Problems

BREADTH OF KNOWLEDGE

12 credits
 Natural and Physical World
 Human Expression
 Values and Ethics
 Social Sciences*
 Global Perspectives

DEPTH OF KNOWLEDGE

3 credits
 Interdisciplinary Inquiry

CORE ELECTIVES

3 credits
 Any Breadth of Knowledge Area Course **or** Interdisciplinary Inquiry

**Fulfilled in major requirements*

GENERAL ELECTIVES

32 credits



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