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

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 | Iaroche.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**

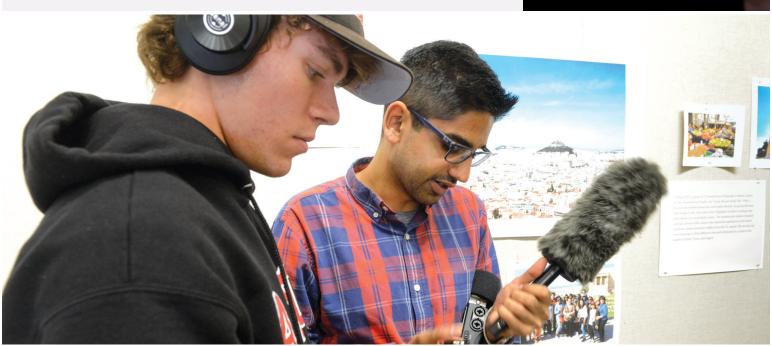
Interdisciplinary Inquiry

*Fulfilled in major requirements

GENERAL ELECTIVES

32 credits





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