

Communication, Media, and Screen Studies (CMS)

B.A. in Media Studies • B.S. in Communication • Minors

MEDIA AND
COMMUNICATION JOBS
ARE EXPECTED
TO GROW
4% BY 2028
U.S. BUREAU
OF LABOR STATISTICS

A CMS degree offers students a broad range of study and skillsets, including advertising, promotion, persuasion, cinema and genre studies, representation of gender and gender issues, filmmaking and digital production, television, social media, technology, propaganda, and personal and professional communication. Because of the wide spectrum of knowledge students gain, opportunities for careers are limitless, whether it's in the boardroom or in the field, making, curating, or critiquing mediated communication, working in front of a camera, or preparing for graduate studies.

DEGREE PROGRAMS

Media Studies, B.A. | Students explore the impact media and technology have upon every facet of our world and learn to make meaningful choices about the mediated messages they consume. Employing qualitative and quantitative research methods, as well as critical thinking and analysis, students learn to question, research, and analyze media issues and problems that profoundly affect their lives and the lives of those around them.

Communication, B.S. | According to the National Association of Colleges and Employers' *Job Outlook 2019*, employers rank communication skills in the top 10 most-important abilities employers seek. Mass communication concepts are explored, preparing students to meet the ever-growing demand for professionals who can create effective communications strategies and disseminate them to customers, the public, and other key audiences.

Communication, B.S. — Concentration: Advertising and Promotions

Students explore the advertising and public relations industries and its vehicles for communication, such as copywriting, design, branding, and campaign development, all while refining their creative skills in an energetic, learn-by-doing atmosphere.

Communication, B.S. — Concentration: Film, Television, and Digital Production

Geared towards aspiring filmmakers and content creators, students develop their understanding of professional theory and techniques that prepare them for careers in all aspects of the media production industry.

Communication, B.S. — Concentration:

Personal and Professional Communication

In this concentration, students explore the complexities of human communication and develop skills for effective interaction in any interpersonal, relational, or organizational context.

Minor in Communication | This minor complements many academic programs and offers a variety of courses to match students' interests while emphasizing the

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Southern Connecticut
State University

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desired skills sought by employers. Students become proficient in public speaking, message design, and interpersonal/organizational communication skills. There are three concentrations within the minor: Advertising & Promotions, Film, Television and Digital Production, and Personal and Professional Communication.

Minor in Film Studies | This interdisciplinary program provides students foundational skills for thinking critically about mainstream and no-so-mainstream cinema. Students then build from this “starting point” by choosing appropriate film courses from other compatible disciplines throughout the university. Appropriate for students who are not specifically interested in film production but who seek a broader understanding of the cultural, global, and formal aspects of cinema.

Minor in Media Studies | Core courses in this minor include an introduction to media theory, visual media, the various persuasive uses to which media is put, and the institutional control and bias of mediated messages. Students choose electives informed by their personal or career interests, such as television, cinema, social media, gender issues, and the like.

Minor in Social Media | Students study social media history, theory, development, criticism, management, and analysis and are prepared for career opportunities that support and fulfill the growing online needs of national and global organizations.

For more information on program requirements, visit Catalog.SouthernCT.edu/undergraduate

CAREER OPPORTUNITIES

There are many rewarding careers you can pursue with a degree in Communication, Media, and Screen Studies, including:

- Digital Marketing Specialist • Film / Video Editor
- Marketing Coordinator • Media Planner
- Public Relations (PR) Specialist • Social Media Manager
- Television Writer • Video Producer • Web Content Manager

FOR MORE INFORMATION

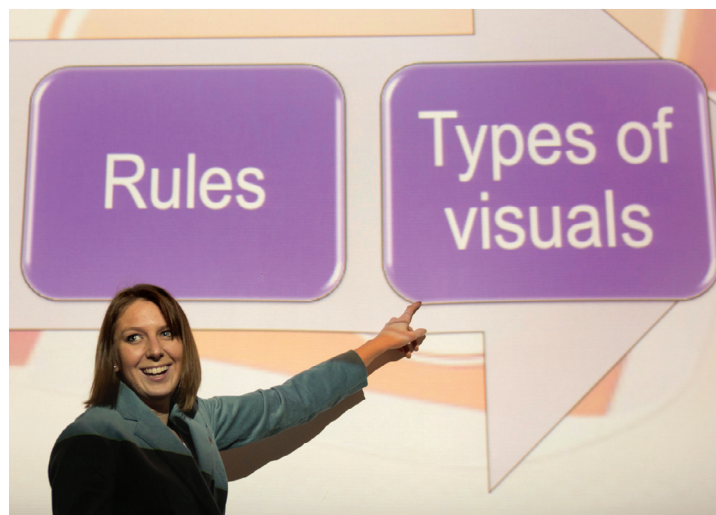
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