

CAMPBELL UNIVERSITY



College of Arts and Sciences

Mass Communication

1-800-334-4111 www.campbell.edu

For more information about the program contact:

The Administrative Assistant

1-800-334-4111, ext. 1528 • 910-893-1528

masscomm@campbell.edu

The Campbell Program

Mass Communication requires curiosity about life and a passion to seek the truth. This major allows students to select one of five sequences — advertising, electronics media, generalist, journalism, and public relations. However, the 21st century seeks candidates who cross train and can write for many audiences. Students build on a foundation of writing to create articles using the reportorial style. In addition, students learn to write effective messages as advocates in advertising, public relations and electronic media.

The Campbell Faculty and Resources

The Department of Mass Communication faculty includes four highly-educated academics who earned advanced degrees in their fields. All of our professors worked either as professional photographers, journalists, broadcasters or as public relations or advertising counselors. In addition, the department includes highly-qualified professionals who work in TV news, public relations, web page design, studio and fine art photography, and online mass media. The combination of highly-educated academics and working professionals makes the program a powerful mix of theory and application from the people who know the industry as a discipline and a field.

The Campbell Student

A Mass Communication specialist is typically an excellent communicator who can cope with deadline pressure, act as a team player and pay attention to detail.

Our advertising students tend to be creative/artistic, enthusiastic, and capable of coping with deadline pressure. Our alumni work throughout the industry as station executives, program directors, producers, anchors, sportscasters, music video producers, videographers and much more.

Our graduates work with a huge variety of corporations, non-profit groups, sport teams, schools, publications, and others who need information specialists.

Our alumni work throughout the industry as writers, journalists, station executives, program directors, producers, anchors, sportscasters, music video producers, videographers, and much more.

The Campbell Approach to Mass Communication

Students publish an award-winning newspaper and yearbook, the size of which rivals major state universities. Each year the students are honored by regional and national organizations for their work. While we encourage overlap and the generalist approach students still concentrate in one of traditional trades such as journalism.

Advertising

You'll gain unique leadership training in advertising at Campbell University. Each advertising course integrates theory with applied skills using practical assignments that will add to your personal portfolio. The skills you'll learn here include writing creative ads, conducting original research, planning advertising budgets and conducting your own campaign for a real-world client. Throughout your time at Campbell, you'll have many opportunities to work with mass communication professionals through your practicum, internship, and contacts through the Triangle Ad Club.

The practical skills you'll gain here are balanced with courses that challenge your critical thinking, dealing with issues in ethics and in integrated marketing communication. All of this experience is offered within Campbell's own liberal arts program, based on the traditional values of Western Civilization, from a distinctly Christian perspective.

Campbell's unusual combination of practical courses and rigorous academics gives you a unique advantage — equipping you to take your leadership role in the field of advertising and beyond.

Electronic Media

In the electronic media track, you will learn about directing, new media technology, videography and many other mediated communication topics. The electronic media student's educational experiences are a balance between practical, hands-on skill acquisition and theoretical understanding of what makes any mediated communication successful. You can apply the knowledge at our campus radio station, WCCE-FM, TV production lab, local media facilities, advertising agencies and production houses. Students who take classes such as Television Production gain hands-on experience. Professional education is essential to success, and mediated communication is a very competitive field, but motivated professionals are always in demand.

Generalist

The field of communication is changing rapidly, and old disciplines no longer fit all the needs of today's business. To better equip you to enter the workplace of the 21st century, Campbell offers a "generalist" sequence that allows you to pick the sequence courses that best meet your unique and academic needs. These courses include introduction to advertising, electronic media, journalism or public relations, plus the writing and production courses for these sequences. The other foundational courses in this new sequence remain the same.

Journalism

The journalism track is about getting students published. New writers are urged to contribute to the award-winning campus press and work toward gaining a byline off-campus at an area newspaper or magazine and beyond. Students study with writers who have earned bylines in the national press and know firsthand the tragedy and triumph of writing for a living. Visiting writers from publications supplement the training that goes inside and outside the classroom. Our goal is to get you published.

Public Relations

Public Relations is the communication function of management, and practitioners need to be broadly educated. Public Relations professionals

engage in shareholder, government, community, media and internal relations, just to name a few possible publics.

Public Relations professionals need to be comfortable in using any form of communication necessary to represent their clients positively. At Campbell, you will learn the technical skills and the critical thinking skills necessary to handle everyday and crisis situations.

Mass Communication: Community Contributions

A number of mass communication majors have accepted special on-campus projects related to their fields of study. A few examples include:

- Conducted focus group research for the North Carolina Baptist State Convention.
- Conducted a statewide survey research on social and spiritual issues.
- Helped Harnett County celebrate its anniversary with news releases, a poster contest and more.

Our students share a common core of classes including introduction to mass communication, writing, speaking, ethics, organizational communication, theory, research, and a capstone seminar, where it all comes together. From there the students specialize in their areas of interest always with the goal of convergence—the ability to excel regardless of the medium. The following curriculum guides include some of the specific classes offered in each area of concentration. Please review the university on-line catalog for individual course descriptions.

Curriculum Outline

Advertising Concentration

CAMPBELL
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Core 21 HOURS

INTRO TO MASS COMM	COMM 150
SPEECH FOR MASS COMM	COMM 160
WRITING FOR MASS COMM	COMM 170
MASS COMM ETHICS	COMM 370
RESEARCH METHODS	COMM 310 OR 380
ORGANIZATIONAL COMM	COMM 390
CAPSTONE SEMINAR	COMM 470

Introduction to Sequence 3 HOURS

INTRO TO ADVERTISING	COMM 213
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Sequence Writing 3 HOURS

ADVERTISING COPY WRITING	COMM 223
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Sequence Production 3 HOURS

RADIO PRODUCTION OR	COMM 227
TV PRODUCTION OR	COMM 327/327L
PUBLICATION DESIGN	COMM 381

Communication Electives 6 HOURS

SIX HOURS OF MASS COMMUNICATION COURSES AT THE 200-LEVEL OR HIGHER, WITH AT LEAST THREE HOURS AT THE 300-LEVEL OR HIGHER.

Electronic Media Concentration

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Core 21 HOURS

INTRO TO MASS COMM	COMM 150
SPEECH FOR MASS COMM	COMM 160
WRITING FOR MASS COMM	COMM 170
MASS COMM ETHICS	COMM 370
RESEARCH METHODS	COMM 310 OR COMM 380
ORGANIZATIONAL COMM	COMM 390
CAPSTONE SEMINAR	COMM 470

Introduction to Sequence 3 HOURS

INTRO TO ELECTRONIC MEDIA	COMM 207
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Sequence Writing 3 HOURS

WRITING FOR ELECTRONIC MEDIA	COMM 217
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Sequence Production 3 HOURS

RADIO PRODUCTION OR	COMM 227
TV PRODUCTION	COMM 327/327L

Communication Electives 6 HOURS

SIX HOURS OF MASS COMMUNICATION COURSES AT THE 200-LEVEL OR HIGHER, WITH AT LEAST THREE HOURS AT THE 300-LEVEL OR HIGHER.

Public Relations Concentration

CAMPBELL UNIVERSITY

Core 21 HOURS

INTRO TO MASS COMM	COMM 150
SPEECH FOR MASS COMM	COMM 160
WRITING FOR MASS COMM	COMM 170
MASS COMM ETHICS	COMM 370
RESEARCH METHODS	COMM 310 OR 380
ORGANIZATIONAL COMM	COMM 390
CAPSTONE SEMINAR	COMM 470

Introduction to Sequence 3 HOURS

INTRO TO PUBLIC RELATIONS	COMM 211
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Sequence Writing 3 HOURS

PUBLIC RELATIONS WRITING	COMM 251
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Sequence Production 3 HOURS

RADIO PRODUCTION OR	COMM 227
TV PRODUCTION OR	COMM 327/327L
PUBLICATION DESIGN	COMM 381

Communication Electives 6 HOURS

SIX HOURS OF MASS COMMUNICATION COURSES AT THE 200-LEVEL OR HIGHER, WITH AT LEAST THREE HOURS AT THE 300-LEVEL OR HIGHER.

Journalism Concentration

CAMPBELL UNIVERSITY

Core 21 HOURS

INTRO TO MASS COMM	COMM 150
SPEECH FOR MASS COMM	COMM 160
WRITING FOR MASS COMM	COMM 170
MASS COMM ETHICS	COMM 370
RESEARCH METHODS	COMM 310 OR 380
ORGANIZATIONAL COMM	COMM 390
CAPSTONE SEMINAR	COMM 470

Introduction to Sequence 3 HOURS

INTRO TO JOURNALISM	COMM 212
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Sequence Writing 3 HOURS

REPORTING	COMM 222
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Sequence Production 3 HOURS

ADVANCED JOURNALISM OR	COMM 312
FEATURES OR	COMM 242
COPY EDITING	COMM 272

Communication Electives 6 HOURS

SIX HOURS OF MASS COMMUNICATION COURSES AT THE 200-LEVEL OR HIGHER, WITH AT LEAST THREE HOURS AT THE 300-LEVEL OR HIGHER.

Interested?

Call us today and ask for your informational materials about Campbell's:

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Community
"Creek" Life
Financial Aid
International Admissions
Outcomes
Residence Life
Value

Admissions Office
Campbell University
1-800-334-4111

International: 01-910-893-1415

www.campbell.edu

Consider us. Contact us. Call us today.

The Campbell Advantage

At some schools you may become lost in huge classes of 100 or more. At others you may not have easy access to the many resources you need to become a confident professional. At Campbell you will be part of a program with resources you need combined with small, how-to, hands-on classes, a department with enthusiastic faculty members who teach from experience coupled with theoretical grounding. The department reflects a cooperative spirit, a strong heartbeat for the faith and a generous dose of good humor.

Generalist Concentration

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UNIVERSITY

Core

21 HOURS

INTRO TO MASS COMM	COMM 150
SPEECH FOR MASS COMM	COMM 160
WRITING FOR MASS COMM	COMM 170
MASS COMM ETHICS	COMM 370
RESEARCH METHODS	COMM 310 OR 380
ORGANIZATIONAL COMM	COMM 390
CAPSTONE SEMINAR	COMM 470

Introduction to Sequence

3 HOURS

INTRO TO ADVERTISING OR	COMM 213
INTRO TO ELECTRONIC MEDIA OR	COMM 207
INTRO TO JOURNALISM OR	COMM 212
INTRO TO PUBLIC RELATIONS OR	COMM 211

Sequence Writing

3 HOURS

ADVERTISING COPY WRITING OR	COMM 223
WRITING FOR ELECT MEDIA OR	COMM 217
REPORTING OR	COMM 222
PUBLIC RELATIONS WRITING OR	COMM 251

Sequence Production

3 HOURS

RADIO PRODUCTION	COMM 227
TV PRODUCTION	COMM 327/327L
PUBLICATION DESIGN	COMM 381
ADVANCED JOURNALISM	COMM 312
FEATURES COMM	COMM 242
COPY EDITING	COMM 272

Communication Electives

6 HOURS

SIX HOURS OF MASS COMMUNICATION COURSES AT THE 200-LEVEL OR HIGHER, WITH AT LEAST THREE HOURS AT THE 300-LEVEL OR HIGHER.