

# COMMUNICATION AND MEDIA

The official description:

to study and teach about the media - past, present and emerging: their evolution, their effects, their uses by everyday people, and their regulation and industry practices.

## WHY SHOULD YOU STUDY COMMUNICATION AND MEDIA?



If you're interested in....

- writing
  - design
  - data + analytics
  - research
  - law + policy
  - social media strategy
- } or all of the above.

You can study things like....

- Strategic Communication
  - Fashion & Media
  - Media Law & Policy
  - Sports, Media, & Culture
  - Presidential Campaigns
  - Marketing for Social Change
- } & a lot more.

And work in....

Or go to grad school (law, business, comm).

- MARKETING
- SPORTS BUSINESS
- PUBLIC RELATIONS
- ADVERTISING
- JOURNALISM
- PUBLIC AFFAIRS
- CONSULTING
- TV + FILM PRODUCTION
- EDITING + PUBLISHING

## ALONG THE WAY YOU CAN....



### RESEARCH

Explore an academic interest while working with distinguished faculty  
(with opportunities for funding if needed)



### STUDY ABROAD

Experience globalization first-hand and get academic credit

### JOIN STUDENT GROUPS

Find community on campus, hone your passions, and develop leadership + career development skills

### INTERN + SHADOW

Develop your professional self and find your career passions  
(with opportunities for funding if needed)

**mcamp**  
MICHIGAN COMMUNICATION & MEDIA PROFESSIONALS



SCAN FOR MORE INFO



Schedule an advising appointment online using the QR CODE or reach out to [commadvisor@umich.edu](mailto:commadvisor@umich.edu)

**M** | LSA  
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