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
- research
- design
- law + policy
- data + analytics
- social media strategy

or all of the above.

You can study things like....
- Strategic Communication
- Media Law & Policy
- Presidential Campaigns
- Fashion & Media
- Sports, Media, & Culture
- Marketing for Social Change

& a lot more.

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

And work in....
- MARKETING
- ADVERTISING
- CONSULTING
- SPORTS BUSINESS
- JOURNALISM
- TV + FILM PRODUCTION
- PUBLIC RELATIONS
- PUBLIC AFFAIRS
- 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)

SCAN FOR MORE INFO
Schedule an advising appointment online using the QR code or reach out to commadvisor@umich.edu