Examples of strength areas within the Communication and Media curriculum. Courses may not be offered every year.

**ADVERTISING/PR/MARKETING**

- 251: Understanding Media Industries
- 261: Views on the News: What Shapes Our Media
- 281: Media Psychology
- 317: Designing Persuasive Communication
- 326: American Magazines
- 348: Media & the Body
- 362: Digital Media Foundations
- 365: Visual Culture & Visual Literacy
- 380: Persuasion, Communication & Campaigns
- 413: Environmental Communication
- 417: Marketing for Social Change
- 421: Media Law & Policy
- 461: Visual Culture & Visual Literacy
- 465: Health Communication & Health Behavior Change
- 477: Media & Celebrity Culture

**JOURNALISM**

- 261: Views on the News: What Shapes Our Media
- 325: Media & Globalization
- 326: American Magazines
- 350: Rise & Demise of Mass Culture
- 371: Media, Culture & Society
- 425: Media & Globalization
- 430: Media in U.S. History
- 431: Supreme Court News Coverage
- 432: Foreign News Coverage
- 435: News Media Ethics
- 439: Seminar in Journalist Performance
- 455: Global Visual Cultures
- 462: Feeling Political? Affect, Emotion & Personality
- 463: Communication & Political Representation
- 467: Debating Politics & Science; Science, News, Public Opinion & Policy
- 468: Political Misinformation & Misperception

**NEW MEDIA & SOCIAL MEDIA**

- 251: Understanding Media Industries
- 271: Communication Revolutions
- 312: Television in the Digital Age
- 334: Race, Gender, Sexuality & U.S. Culture in Video Games
- 362: Digital Media Foundations
- 365: Visual Culture & Visual Literacy
- 371: Media, Culture & Society
- 375: Sports, Media & Culture
- 424: Race, Gender & New Media
- 432: Foreign News Coverage
- 440: Global Iconic Events
- 455: Global Visual Cultures
- 464: Social Consequences of Mobile Communication
- 466: Global Digital Politics
- 468: Political Misinformation & Misperception
- 477: Media & Celebrity Culture

**ENTERTAINMENT INDUSTRIES**

- 251: Understanding Media Industries
- 281: Media Psychology
- 312: Television in the Digital Age
- 325: Media & Globalization
- 334: Race, Gender, Sexuality & U.S. Culture in Video Games
- 348: Media & the Body
- 350: Rise & Demise of Mass Culture
- 362: Digital Media Foundations
- 365: Visual Culture & Visual Literacy
- 371: Media, Culture & Society
- 375: Sports, Media & Culture
- 414: Fashion and Media
- 430: Media in U.S. History
- 445: Music & Mediated Identity
- 455: Global Visual Cultures
- 477: Media & Celebrity Culture

**GLOBAL MEDIA**

- 251: Understanding Media Industries
- 271: Communication Revolutions
- 325: Media & Globalization
- 371: Media, Culture & Society
- 375: Sports, Media & Culture
- 424: Race, Gender & New Media
- 432: Foreign News Coverage
- 440: Global Iconic Events
- 455: Global Visual Cultures
- 464: Social Consequences of Mobile Communication
- 466: Global Digital Politics

**MEDIA PSYCHOLOGY**

- 251: Understanding Media Industries
- 281: Media Psychology
- 317: Designing Persuasive Communication
- 318: Media and Violence
- 329: Media & Political Behavior
- 348: Media & the Body
- 371: Media, Culture & Society
- 375: Sports, Media & Culture
- 430: Media in U.S. History
- 445: Music & Mediated Identity
- 455: Global Visual Cultures
- 464: Social Consequences of Mobile Communication
- 468: Political Misinformation & Misperception
- 477: Media & Celebrity Culture

**MEDIA LAW & PUBLIC POLICY**

- 251: Understanding Media Industries
- 261: Views on the News: What Shapes Our Media
- 281: Media Psychology
- 326: American Magazines
- 334: Race, Gender, Sexuality & U.S. Culture in Video Games
- 348: Media & the Body
- 350: Rise & Demise of Mass Culture
- 365: Visual Culture & Visual Literacy
- 371: Media, Culture & Society
- 375: Sports, Media & Culture
- 414: Fashion and Media
- 428: Gender, Media & the Law
- 462: Feeling Political? Affect, Emotion & Personality
- 466: Health Communication & Health Behavior Change
- 477: Media & Celebrity Culture
- 483: Media & Intergroup Conflict

**IDENTITY AND CULTURE**

- 261: Views on the News: What Shapes Our Media
- 281: Media Psychology
- 326: American Magazines
- 334: Race, Gender, Sexuality & U.S. Culture in Video Games
- 348: Media & the Body
- 350: Rise & Demise of Mass Culture
- 365: Visual Culture & Visual Literacy
- 371: Media, Culture & Society
- 375: Sports, Media & Culture
- 414: Fashion and Media
- 428: Gender, Media & the Law
- 462: Feeling Political? Affect, Emotion & Personality
- 465: Health Communication & Health Behavior Change
- 477: Media & Celebrity Culture
- 483: Media & Intergroup Conflict

**POLITICS & GOVERNMENT**

- 251: Understanding Media Industries
- 261: Views on the News: What Shapes Our Media
- 281: Media Psychology
- 326: American Magazines
- 334: Race, Gender, Sexuality & U.S. Culture in Video Games
- 348: Media & the Body
- 350: Rise & Demise of Mass Culture
- 365: Visual Culture & Visual Literacy
- 371: Media, Culture & Society
- 375: Sports, Media & Culture
- 414: Fashion and Media
- 428: Gender, Media & the Law
- 462: Feeling Political? Affect, Emotion & Personality
- 465: Health Communication & Health Behavior Change
- 477: Media & Celebrity Culture
- 483: Media & Intergroup Conflict

**QUESTIONS? CONTACT: COMMADVISOR@UMICH.EDU**

Don't limit yourself to the classes within each area! Check out the LSA Course Guide for all current courses!
COMMUNICATION AND MEDIA CAREER PATHS

These are areas of strengths within our curriculum. Each general area specifies various careers applicable to that area.

**ADVERTISING/PR/MARKETING**
- Market Researcher
- Copywriter
- Account Executive
- Media Planner/Buyer
- Publicist
- Publicity Manager
- Community Relations Director
- Public Relations Officer
- Marketing Strategy
- Franchise Planning
- Ad Sales

**JOURNALISM**
- Reporter
- Editor
- Blogger
- Script Writer
- News Service Researcher
- Technical Writer
- Proposal Coordinator
- On Screen Reporter
- Camera Operator
- Freelance Writer
- Fact Checker

**NEW MEDIA & SOCIAL MEDIA**
- Social Marketing Officer
- Social Media Marketer
- Social Media Researcher
- Digital Media Producer
- Content Strategist
- Digital Media Designer
- Online Community Manager
- Online Analytics Researcher
- Search Marketing Officer
- Talent Coordinator

**ENTERTAINMENT INDUSTRIES**
- Development & Planning
- Supply Chain
- Producer/Director
- Distribution & Aggregation
- Human Resources
- Business Manager
- Talent Agent
- Media Critic
- Media Analyst
- Market Researcher
- Consultant

**GLOBAL MEDIA**
- Development & Planning
- Supply Chain
- Distribution & Aggregation
- Intl. Account Management
- International Marketing
- Diplomat
- Human Resources
- Talent Acquisition
- Media Analyst
- Consultant
- Market Researcher

**MEDIA PSYCHOLOGY**
- Health Campaign Coordinator
- Healthcare Advocate
- Grants Writer
- Public Affairs Officer
- Research Analyst
- Social Work
- Counseling
- Communication Statistician
- Graduate School/Academia
- Journalism
- Development & Planning

**MEDIA LAW & PUBLIC POLICY**
- Pre-Law (Entertainment Law)
- Legal Researcher
- Legal Reporter
- Policy Analyst
- Community Organizer
- Activist
- Human Resources
- Consultant
- Industry Reporter
- Government Relations Officer
- Lobbyist

**IDENTITY AND CULTURE**
- Casting & Production
- Multicultural Marketing
- Specialized Advertising
- Media Planning
- Diversity Consultant
- Higher Education
- Community Organizer
- Human Resources
- Graduate School/Academia
- K-12 Education
- Development & Planning

**POLITICS & GOVERNMENT**
- Lobbyist
- Corp. Public Affairs Specialist
- Public Opinion Researcher
- Political Comm. Strategist
- Public Information Officer
- Legislative Assistant
- Research Analyst
- Campaign Director
- Communication Statistician
- Government Relations Officer
- Press Secretary

Remember that you can customize strengths to your interests, e.g., marketing in entertainment!

Study any combination of these strengths, or just one!