

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: Visuality & New Media
- 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

Don't limit yourself to the classes within each are

 **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
- 410: Internet & Political Communication
- 424: Race, Gender & New Media
- 425: Internet, Society & the Law
- 445: Music & Mediated Identity
- 461: Visuality & New Media
- 462: Feeling Political? Affect, Emotion & Personality
- 464: Social Consequences of Mobile Communication
- 466: Global Digital Politics
- 468: Political Misinformation & Misperception
- 469: Play & Technology
- 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

Check out the LSA Course Guide for all current courses!

 **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**

- 261: Views on the News: What Shapes Our Media
- 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
- 380: Persuasion, Communication & Campaigns
- 413: Environmental Communication
- 417: Marketing for Social Change
- 462: Feeling Political? Affect, Emotion & Personality
- 464: Social Consequences of Mobile Communication
- 465: Health Communication & Health Behavior Change
- 482: Children & the Media
- 483: Media & Intergroup Conflict

 **MEDIA LAW & PUBLIC POLICY**

- 251: Understanding Media Industries
- 261: Views on the News: What Shapes Our Media
- 328: Media & Democracy
- 350: Rise & Demise of Mass Culture
- 413: Environmental Communication
- 421: Media Law & Policy
- 425: Internet, Society & the Law
- 428: Gender, Media & the Law
- 431: Supreme Court News Coverage
- 435: News Media Ethics
- 462: Feeling Political? Affect, Emotion & Personality
- 466: Global Digital Politics
- 467: Debating Politics & Science; Science, News, Public Opinion & Policy

 **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**

- 261: Views on the News: What Shapes Our Media
- 281: Media Psychology
- 328: Media & Democracy
- 329: Media & Political Behavior
- 350: Rise & Demise of Mass Culture
- 380: Persuasion, Communication & Campaigns
- 410: Internet & Political Communication
- 413: Environmental Communication
- 417: Marketing for Social Change
- 421: Media Law & Policy
- 425: Internet, Society & the Law
- 428: Gender, Media & the Law
- 430: Media in U.S. History
- 431: Supreme Court News Coverage
- 462: Feeling Political? Affect, Emotion & Personality
- 466: Global Digital Politics
- 467: Debating Politics & Science; Science, News, Public Opinion & Policy
- 468: Political Misinformation & Misperception

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

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

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

Study any combination of these strengths, or just one!

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