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
271: Communication Revolutions
281: Media Psychology
325: Media & Globalization
326: American Magazines
350: Race & 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
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: Race & 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
281: Media Psychology
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 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: Race & 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

**IDENTITY AND CULTURE**
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: Race & 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

**MEDIA PSYCHOLOGY**
251: Understanding Media Industries
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
432: Foreign News Coverage
440: Global Iconic Events
455: Global Visual Cultures
464: Social Consequences of Mobile Communication
465: Health Communication & Health Behavior Change
482: Children & the Media
483: Media & Intergroup Conflict

**POLITICS & GOVERNMENT**
251: Understanding Media Industries
261: Views on the News: What Shapes Our Media
281: Media Psychology
328: Media & Democracy
329: Media & Political Behavior
334: Race, Gender, Sexuality & U.S. Culture in Video Games
348: Media & the Body
350: Race & 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

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!*