


Bachelor of Arts in Communication

Why consider a degree in communication?

According to most recent employer surveys, people looking to hire aren't calling for quicker calculus, savvier Microsoft Word skills, or more knowledge about their company's specialties. Employers say now that integrity and communication skills hit them hardest and win employees positions.

The communication major at Cedarville University develops flexible graduates who can speak, write, plan, persuade, collaborate, and understand people.



"My communication arts degree from CU provided a broad base of communication and organizational skills. It prepared me to be successful in whatever career field I chose. I often find myself returning to textbooks from my classes, and I rely daily on the knowledge gained during my time in the communication arts program."

Andrew Flamm
VP of Advancement
Grace College and Seminary

Biblical Integration

The Cedarville university communication department strives to integrate a biblical worldview through all aspects of the discipline, teaching students how God's Word informs communication and how to carry those principles into their careers.

The department emphasizes God's constructive communication as he spoke perfect life into being and Satan's destructive communication as he deceived Adam and Eve to rebel against their King's perfect word.

Develop Your Skills

As a communication major, your biggest advantage is your diversity of knowledge and the skills you will develop in this program. You will gain the desire to learn and the ability to communicate well. Your most marketable skills cover several areas including clarity of presentation and negotiation and conflict resolution.

Core Communication Courses

In this program, you will take the core classes of communication. We also offer classes that focus on intercultural communication as well as Debate and Forensics.

The core classes for all communication majors are as follows:

- Communication Theory
- Communication in Applied Contexts
- Quantitative Research
- Advanced Public Speaking
- Interpersonal Communication
- Media Analysis
- Senior Seminar

Communication Concentrations

You will also choose a concentration from three options:

- Strategic Communication
 - Advertising
 - Social Media Management
 - Public Relations
- Public Communication
 - Public Administration
 - Human Resources
 - Event Planning
- Organizational Communication
 - Ministry
 - Speechwriting
 - Publications

Internships

CU's communication majors have interned with a variety of companies and organizations in several cities and states. Students gain real-world knowledge and experience from these internships that strengthen their confidence and skills in the classroom and prepares them for a job after graduation. Companies and organizations where Cedarville Communication majors have interned have included the following:

- United States House of Representatives
- Billy Graham Evangelistic Association
- HOPE International
- Athletes in Action
- Ruminant Magazine
- MAHLE
- AstraZeneca
- National First Ladies Library

Careers

The career choices in communication are vast and diverse. The sky's the limit when it comes to a job in communication. CU communication graduates have pursued jobs in several fields:

- Publication
- Consultation Programs
- Public Administration
- Personnel Management
- Law
- Social Media Communication
- Nonprofits
- Public Relations
- Government

