

COMMUNICATION ARTS AND MASS MEDIA, MINOR

Requirements for a minor may be completed at any campus location offering the specified courses for the minor. Students may not change from a campus that offers their major to a campus that does not offer their major for the purpose of completing a minor.

Program Description

The CASC minor offers students the opportunity to balance a liberal arts foundation and orientation to communication with the media and production theory and skills necessary for supplementing career fields requiring effective oral, written and media production skills. This minor would complement majors in management, marketing, education, sales, training and development, government, human resources, and development.

What is Communication Arts and Mass Media?

Communications is an academic discipline that deals with the creation and distribution of mass communication messages through media such as books, newspapers, television, radio, film, video games and the internet. Mass communications use writing, photographs, video and interactive content to give information or influence the audience. Communications also concerns the study of how we communicate in different ways with diverse audiences through marketing, advertising, public relations, journalism, film and other media.

You Might Like This Program If...

- You recognize that having enhanced oral and written communications skills will benefit you professionally regardless of your major discipline.
- You want to build your digital-media production skills.
- You'd like to add a liberal arts balance to a business or technical major.