

LEARN HERE

Communication

Create. Critique. Connect.



"I've had endless opportunities to grow and succeed, both in and out of the classroom, at Marian University. These opportunities—like internships, study-abroad courses, and getting involved on campus and in the community—have taught me so much about myself. I'm confident that after graduation I'll be prepared for a career that will utilize my skills, passions, and values."

Gabrielle Fales | CLASS OF 2017

- Bachelor of Arts in Communication degree with a concentration in writing and minors in Spanish and pastoral leadership.
- San Damiano Scholar, Writing Center tutor and student leader, and member of the Campus Activities Board executive committee.
- Current member of intramural volleyball team. Previous member of the STARR community service group and the Knight Fusion Singers.

If you like to critique messages in the media, if you want to “wow” your audiences when you speak and write, if you like to analyze diverse perspectives on religion, science, and politics, and if you want to get really creative with messages that mean business, the Bachelor of Arts in Communication at Marian University might be right for you.

Grounded in the study of rhetoric and the art of persuasion, Marian University students learn skills for communicating in ways that are compelling and creative.

As a communication major, you will receive practical training in effective speaking and writing. You'll craft multimedia messages that make an impact in our digital culture. You will study the many ways that words, symbols, and images shape our view of the world. You'll also critique texts that range from television advertisements and political speeches to films, social media interactions, and more.

At Marian University, you will explore challenging, contemporary communication issues like:

- How does social media impact our daily lives?
- What do video games communicate about race and gender?
- How do myths and metaphors shape our public discourse?
- Why do some print, broadcast, and digital advertising campaigns succeed while others fail?

Discover a program built on high-impact teaching and learning.

No tests. You will write papers, give presentations, and complete team projects, but we'll never ask you to regurgitate what you've read and memorized from a textbook.

No textbooks. You'll read and review online, web-based content that is hand-selected by our faculty from primary sources, academic journals, and other sources.

No lectures. OK, our faculty talk, but never for a whole hour. You'll experience lively, active dialogue and seminar-style classes.

As a student in our program, you will take courses like:

- COM 190 New Media and Digital Culture
- COM 221 The Art of Dialogue
- COM 331 Advanced Public Speaking
- COM 333 Conflict Management
- COM 352 Identity and Popular Culture

SUCCEED

HERE

34 majors

34 minors

28 concentrations

14:1



student-to-faculty ratio

147 full-time professors

Speech Team

The award-winning Marian University speech team competes against students from schools across the country, traveling to a dozen tournaments each year. You can compete in a variety of events ranging from dramatic interpretation and slam poetry to impromptu speaking and public-forum debate. Ask us about scholarships available for speech team members.

Speaking Center, Writing Center, and student newspaper

Gain valuable experience by serving as a consultant in our Speaking Center, coaching students from across the university in the art of public speaking. You can also apply to serve as a tutor in our Writing Center, where you'll work with students from all majors to help them develop strategies to clarify and develop written content for research papers and other coursework. If you have a nose for news, consider joining the staff of our student paper, which is managed by a small group of motivated students from all majors, including communication.



Build a personal plan of study for your career.

You can easily tailor the communication major for a personalized academic experience. Depending on your career goals, you may want to add a few elective courses, an academic minor or even a second major, plus an internship or two. After graduation, you can leverage your knowledge and internship experience into your first job.

These are just some of the common career paths for communication majors. Which will you choose?

Academic path

Major in communication + minor in graphic design

Major in communication + minor in peace and justice studies

Major in communication + minor in business

Major in communication + minor in writing

Major in communication + minor in pastoral leadership

Career path

= Digital media specialist

= Community activist/advocate

= Corporate communications or public relations director

= Journalist or editor

= Church or non-profit communication manager

What is the number one skill most important to employers? Verbal communication.

In its *Job Outlook 2016* annual report, the National Association of Colleges and Employers (NACE) surveyed more than 200 large national employers, like IBM and Chevron. Here is what they found.

Top 10 skills/qualities important for job candidates:

1. Ability to verbally communicate with persons inside and outside the organization
2. Ability to work in a team structure
3. Ability to make decisions and solve problems
4. Ability to plan, organize, and prioritize work
5. Ability to obtain and process information
6. Ability to analyze quantitative data
7. Technical knowledge related to the job
8. Proficiency with computer software programs
9. Ability to create and/or edit written reports
10. Ability to sell or influence others

Choose a degree offering maximum career flexibility and opportunity.

When you graduate from our communication program, you will have a flexible bachelor's degree that qualifies you for a range of career options in every major employment sector, including business, industry, health care, technology, education, and social services. You can pursue employment opportunities in public, private, nonprofit, and other settings.

Marian University communication graduates work as:

- Community activists who raise awareness about social justice issues.
- Corporate communicators who develop targeted internal and external communications for specific audiences.
- Public affairs, government, and political communication professionals who educate, inform, and serve the public good.
- Health care communicators who create messages, materials, and public information campaigns to promote personal health and wellness.
- Social media managers who use the latest apps, tools, and technologies to share information and engage customers through words and images.
- Sports information, public relations, and marketing professionals who promote amateur, collegiate, and professional sports teams and events.
- Sales and marketing professionals who oversee advertising and promotional campaigns to build brands, launch new products and services, and generate new business development.

They hold a range of job titles, including:

- Assistant director of digital communications
- Director of digital growth, engagement, and strategy
- Sports marketing coordinator
- Director of community outreach
- Public relations director
- Writer/editor
- Executive director of nonprofit
- Medical communications specialist
- Child welfare advocate
- Campaign director
- Events and program coordinator
- Regional sales manager
- Associate director of alumni relations
- Human resources recruiter
- Web developer
- Social media manager

You will also be well-prepared for graduate or professional school. Marian University communication graduates have earned advanced degrees in fields including law, education, library science, business, and rhetorical studies.

The *Wall Street Journal* reported in 2016 that 58 percent of job seekers whose resumes reflected communication skills and experience were hired over the course of one year compared to those candidates who lacked communication training.



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“Marian University has forced me to expand my horizons. Thanks to Marian University’s culture and emphasis on community, I’ve grown as a person. The liberal arts foundation I’m getting as a communication major is opening multiple career paths to explore.”

Luke McQuillen | CLASS OF 2017

- Bachelor of Arts in Communication degree with a minor in business. Member, Marian University speech team. Consultant in the Speaking Center.
- Senate president, Student Government Association (SGA).
- Recipient, SGA Award.

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Marian University does not discriminate on the basis of race, ethnicity, color, sex, gender, sexual orientation, religion, creed, national origin, age, or disabilities in the recruiting and selection of students for admission.

Marian University is sponsored by the Sisters of St. Francis, Oldenburg, Indiana.

DEC. 2016

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Here's why you should choose Marian University:

As the only Catholic university in Indianapolis, our Franciscan heritage has helped us expand minds and hearts for 80 years.

- Marian University is among 2016's top 10 Indiana private colleges in rankings compiled by the *Wall Street Journal*.
- We also advanced to the "Best Regional Universities" category in *U.S. News & World Report's* 2017 list of the top American colleges.
- Of Indiana college students, Marian University students rank third for the lowest student loan debt, ahead of those from 37 other universities.
- With more than 3,000 students, campus life includes nationally ranked athletic programs, dozens of student clubs and campus organizations, study-abroad opportunities, service-learning opportunities, and more.

See for yourself what we have to offer!

Visit our peaceful, wooded campus that's conveniently located just minutes from the heart of downtown Indianapolis. Experience a warm, friendly campus grounded by our Catholic faith and Franciscan values.

- ➔ To schedule a campus visit, contact our Office of Admission at campusvisit@marian.edu, 317.955.6516, or 800.772.7264.
- ➔ Learn more about earning a Bachelor of Arts in Communication degree at Marian University by contacting Dr. George LaMaster at george@marian.edu or 317.955.6215.



Michael Baumann, M.A.

A proud graduate of Marian University, Baumann teaches courses in writing and new media. He also coaches the speech team.



R. Kyle Kellam, Ph.D.

With career experience in corporate communication, Kellam teaches courses in rhetorical studies and directs the university's Speech Team.



The Rev. George LaMaster, Ph.D.

A former speech and debate coach who is also a Presbyterian minister, LaMaster serves as chair of the Department of Communication.



Anna Zimmerman, Ph.D.

A scholar of public discourse, Zimmerman directs the Speaking Center and teaches courses in strategic communication.