

# Communication

**Bachelor of Arts in Communication**

SCHOOL OF ARTS AND SCIENCES  
Online and On Location

Southern  
New Hampshire  
University 



# Go Spread Your Message

## Bachelor of Arts in Communication



Become a master communicator with Southern New Hampshire University's online Communications degree program. Learn communication theory and industry-specific concepts that will help build your public speaking, presentation and interviewing skills.

Prepare for a career in corporate communications, public relations, journalism, advertising, government relations, business writing and much more.

### Communications degree topics:

- Developing and delivering key messages to diverse audiences.
- Business communication, graphic design and public relations.
- Communication theory and industry-specific concepts.
- Creating professional written, oral, and visual communications.
- Managing successful communication activities within ethical, legal and financial parameters.

### Concentrations

Communication degree students may develop special competencies in their areas of interest. Take courses in design, writing, advertising, public relations and more.

### Concentrations are available in:

#### Public Relations

Focus on building mutually beneficial relationships between organizations and their public audiences. Graduates are prepared for careers in corporate, government, agency and nonprofit public relations.

#### Professional Writing

Gain the professional writing skills needed to meet a wide variety of content needs and mediums, including web and social media, with the Communications-Professional Writing degree. This program incorporates the analysis and problem-solving skills necessary for keeping up with cultural and technological changes.

### Why study Communication at SNHU?

SNHU has a 75-year history of providing programs for adult learners. We've been offering online degree programs since 1996.

- Online and on-campus classes.
- Complete course work from anywhere, when it's convenient for you.
- Supportive faculty and advisors.
- Professors and instructors with extensive professional and academic experience.
- Transfer-friendly – transfer up to 90 credits.
- A degree you can be proud of at a price you can afford.

### Career Outlook

Many employers rank communication skills as the most important qualification when considering prospective employees. Prepare for a variety of careers inside and outside of the communications industry with a Communications degree from SNHU.

Employers who have hired SNHU students and graduates include Glamour Magazine, Fox Network, Boston Red Sox, Segway and the Manchester Monarchs, to name a few.

According to the U.S. Bureau of Labor Statistics, public relations jobs are expected to grow 24 percent through 2018, much faster than the average for all occupations. Opportunities in advertising, marketing, promotions and sales management is expected to grow by 13 percent. The demand for authors, writers and editors is expected to grow by 8 percent.

### Accreditation

Association of Collegiate Business Schools and Programs  
New England Association of Schools and Colleges  
New Hampshire Postsecondary Education Commission  
New Hampshire State Department of Education for  
Teacher Certification

Southern  
New Hampshire  
University