LEAD TO A CAREER YOU’LL LOVE

LOVE WHAT YOU DO

WRITING

Writers and authors develop written content for a variety of mediums, from books and magazines to advertisements, online publications and movie and television scripts.

COMMUNICATION

Advertising, promotions and marketing managers plan programs to generate interest in a product or service, working with art directors, sales agents and financial staff members. Public relations specialists create and maintain favorable brand images for their organization. They design media releases and shape public perception of their organization and raise awareness of its work and goals. Corporate communication specialists manage internal and external communication for their organizations, ensuring all consistent alignment to the brand and its mission.

GRAPHIC DESIGN

Graphic designers create visual concepts, using computer software, to communicate ideas that inspire, inform or captivate consumers. Desktop publishers use computer software to design page layouts for newspapers, books, brochures and other materials for print or online. They collect text and graphics to format into a finished product. Multimedia artists and animators create animation and visual effects for TV, movies, video games and other forms of media.

JOB OUTLOOK

projected growth in Public Relations through 2022.

CREATIVITY PAYS

$50K+ mean annual wage for media and communications workers

Nearly $68K mean annual wage for writers and authors

Sources:
http://www.bls.gov/oes/current/oes273043.htm
http://www.cnbc.com/id/101012437

CREATIVE DEGREES IMPROVE SOFT SKILLS

44% of senior executives surveyed identify the development of soft skills as a top priority.

WHY SOUTHERN NEW HAMPSHIRE UNIVERSITY?

“Success is liking yourself, liking what you do, and liking how you do it.”

-Maya Angelou

LOOKING FOR A CAREER IN THESE FIELDS?

THESE ARE THE PROGRAMS TO GET YOU THERE.

BA in Creative Writing and English

Unleash your imagination with our online bachelor’s in creative writing program. Cultivate and improve upon your craft, learn about the industry from published authors and share your creative ideas.

SNHU’s online creative writing program offers four concentrations:
• Fiction
• Nonfiction
• Poetry
• Screenwriting

BA in Communication

Our online bachelor’s in communication provides the tools and techniques you need to masterfully get your message across while effectively using emerging technologies.

SNHU’s online communication program offers five concentrations:
• Professional writing
• Public relations
• News media
• Digital marketing and analytics
• Social media

BA in Graphic Design

You’ll create designs that inspire and influence the world with our online bachelor’s in graphic design program. You’ll learn to translate your ideas through concept, design and digital media.

SNHU’s online graphic design program offers two concentrations:
• 3-D modeling and animation
• Web design

BA in Graphic Design

You’ll create designs that inspire and influence the world with our online bachelor’s in graphic design program. You’ll learn to translate your ideas through concept, design and digital media.

SNHU’s online graphic design program offers two concentrations:
• 3-D modeling and animation
• Web design

WHY SOUTHERN NEW HAMPSHIRE UNIVERSITY?

12% average annual growth for advertising and design occupations through 2022.

12% projected growth in Public Relations through 2022.

$50K+ mean annual wage for media and communications workers

Nearly $68K mean annual wage for writers and authors

TRANSFER-FRIENDLY ENROLLMENT

Earn up to 90 credits toward bachelor’s degree.

COMMITTED TO AFFORDABLE ACCESS

SNHU is a nonprofit institution with award-winning affordability.

STUDY ANYTIME, ANYWHERE

Online courses let you complete coursework when it’s most convenient for you.

LEARN FROM THE EXPERTS

Our programs were developed and are taught by well-respected practitioners in their fields.

UNPARALLELED SUPPORT

Admission Faculty Academic And beyond...