

# COMMUNICATIONS BACHELOR OF SCIENCE

120 credits: 30 credits for the major; at least 12 credits of experiential learning

## INTERNSHIPS

100% of Lesley students benefit from 400+ hours of hands-on field experience and research opportunities. Working with Lesley's Internship Office, students choose from more than 280 approved sites in Cambridge and Boston, as well as 48 more (and growing!) across the U.S. and abroad. Lesley Communications students have interned at:

- WGBH Boston
- Clear Channel Communications
- The Citi Performing Arts Center
- Al Jazeera
- Greater Media, Inc.
- Hill Holiday
- Project Bread
- Teen Voices
- Mediation Works
- Artists Advocacy Network
- Miami Living Magazine
- OHO Interactive

## RETURN ON INVESTMENT

On average, over the last five years, 93% of all graduates who were seeking positions found work within six months. 30% of all graduates went on to graduate study.

Those majoring in Communications found employment in a broad array of fields including:

- Marketing and Advertising
- Social Media
- Journalism
- Sport Marketing
- Community Outreach programs
- Community Relations
- Museums
- Development

## ENGAGED IN REAL WORLD LEARNING

### WHAT TO EXPECT AT LESLEY

From global news organizations to bloggers, to individual tweets, the field of communication, both in verbal and visual forms, is going through a dynamic transition. At Lesley you'll learn to question, to probe, to think critically, to research thoroughly, all to support your ability to create clear, concise, and compelling communications—and to effectively use alliteration.

Our curriculum embraces a comparative media studies perspective, and students learn the importance of integrating individual media platforms in order to effectively deliver messages.

### WHAT IS A COMMUNICATIONS DEGREE?

- The Communications major studies the basic theories and issues related to communication in a technology-driven global community
- Students will learn about interpersonal and group communication, media criticism, new media technology, and professional media practice
- Students develop the ability to use technology to create, collect, analyze, and communicate information
- Students will learn the fundamental skills of image creation and design, creativity, and collaboration in the digital age

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***“The rapid evolution of communication technology has made global business interconnected in a way unheard of a decade ago. With the great variance in cultures, norms and traditions, communication continues to impact business in profound ways. Lesley brings that critical focus to the dynamic interconnectivity of business, making a pivotal, vital difference to our graduates.***

—Heidi Gautschi,  
Assistant Professor, Communications

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### WHY IS THIS PROGRAM UNIQUE?

Few areas are better suited to the study of communication than the international, media-based cultures of Cambridge and Boston, one of the top ten media markets in the United States. Lesley internships, for which students earn academic credit, ensure that each student's experiential learning is outcomes-based and relevant to future career goals. From public speaking to video journalism, PR to marketing to diplomacy, Lesley students graduate with experience that employers covet.

Students benefit from a distinguished faculty of authors, critics and media members who are active practitioners, enhancing theoretical instruction with their own real world experiences. With an average class size of 16–20, students have more opportunity to engage in challenging discussions with faculty and peers, refining their ability to clarify facts and differentiate truth from opinion or spin.

### THE LESLEY PROMISE

- The opportunity to pursue an academically rigorous education provided by some of the most respected faculty in the country
- The opportunity to explore your intellectual curiosity through a wide range of undergraduate and graduate level courses
- The opportunity to learn in the work environment, exploring potential careers, accruing skills, and refining your choices for life beyond Lesley
- The opportunity to have your voice be heard, with small classes, engaging instructors, and a supportive learning environment
- The opportunity to learn and work abroad, to gain a perspective essential for a global economy
- The opportunity to take yourself as far as you want to go

**REQUIRED CORE (21 Credits):**

Course Number	Course Title	Course Credits
CCOMM 1500	Introduction to Communication	3
CCOMM 2402	Communication Ethics	3
CCOMM 2xxx	Research Methods in Communication (in development)	3
CCOMM 2500	Writing Across the Professions	3
CCOMM 2520	Media Analysis	3
CCOMP 3532	Web Design & the Internet	3
CCOMM 4500	Professional Communication	3

**ELECTIVES (9 Credits):**

Choose THREE.

Course Number	Course Title	Course Credits
CCOMM 1502	Public Speaking	3
CMGMT 2464	Marketing	3
CANTH 2502	Film, Culture & Society	3
CCOMM 2502	Journalism in the Digital Age	3
CCOMM 2xxx	Social Media (in development)	3
CCOMM 2xxx	Intercultural Communication (in development)	3
CCOMP 2540	Technology & Design	3
CMGMT 3510	Advertising*	3
CMGMT 2xxx	Public Relations (in development)*	3
CCOMM 2602	Video Production	3
CCOMM 2506	Sports Reporting	3

\*Prerequisite: CMGMT 2464 Marketing

**Required Internships (12 Credits):**

Course Number	Course Title	Course Credits
CCOMM 1701	Introduction to the Business Experience	3
CCOMM 2701	Career Planning and Internship Preparation	1
CCOMM 3100	Communication Internship & Seminar I	4
CCOMM 4100	Communication Internship & Seminar II	4

For more information and to see additional course offerings, visit [www.lesley.edu/lc/communications](http://www.lesley.edu/lc/communications).