Students who earn a bachelor of arts in Communication will be prepared to work in today’s global communication network in a broad range of fields, including public relations and advertising, corporate communication, marketing and sales, as well as for churches and Christian ministries.

The Communication Department offers two concentrations - public relations and digital media.

ANDERSON UNIVERSITY ADMISSION
316 Boulevard • Anderson, SC 29621 • 1-800-542-3594 • 864-231-2020 • www.andersonuniversity.edu
PUBLIC RELATIONS
The Public Relations concentration gives students basic communication, public relations, and media production skills, which are supplemented with a set of advertising- and marketing-oriented courses taught by the Anderson University business faculty. Writing for a variety of editorial platforms - print and broadcast news, digital media (blogs, Websites, social media, corporate communication), and marketing - is emphasized. In addition, the public relations concentration encompasses course work in public relations research, crisis management, video production, and oral presentation.

DIGITAL MEDIA
The Digital Media concentration is designed for students who seek careers in traditional media (television, print, radio) as journalists and producers, as well as for students who wish to prepare for rapidly expanding opportunities in new media (digital marketing, social media, Web development). Students completing the digital media concentration will learn skills such as Web design, site development, scriptwriting, social media management, and video production. They may work in jobs related to Web analysis, content development, and digital editorial/blogging. Students in both concentrations have access to a media lab featuring leading software for video production, which is identical to that used by professional video producers around the world.

GAINING EXPERIENCE
In addition to classroom studies, students can broaden their learning experience through projects that take them into the community. Whether through covering actual news, developing public relations projects for local organizations, or shooting video documentaries, students have many opportunities to apply their skills in real work-world situations. An internship that gives students the chance to work within their chosen concentration is required for graduation. Programs for study abroad are also offered.

CHRISTIAN INFLUENCE
The world has a dire need for ethical communicators, and a degree in Communication from Anderson University gives graduates an opportunity to create an impact for Christ in the workplace. Media ethics and professional values based on Christian principles play a central role in the courses offered as well as in other activities such as internships, field trips and appearances by guest speakers.

YOUR FUTURE AS A COMMUNICATOR
The degree in Communication is specialized enough to provide entry into specific job categories. For example, with the concentration in digital media, students may be qualified to blog for a social media outlet or to join a Web development team for an Internet startup company. Moreover, students with the concentration in public relations may move into a position as a copywriter for an ad agency or as a fundraiser for a hospital.

On the other hand, the degree is broad enough to offer opportunities in fields as diverse as the legal profession, nonprofit organizations, and missionary work.

For more information about earning the Communication degree at Anderson University, email Department Chairman James Duncan at jduncan@andersonuniversity.edu or telephone him at (864)231-7559; or email Assistant Professor Robert Reeves at rreeves@andersonuniversity.edu or telephone him at (864) 760-1146.

Always check the current course catalog found on the Anderson University website for the most up-to-date program information.
TO APPLY FOR FINANCIAL AID, PLEASE SUBMIT THE FOLLOWING:
For consideration of federal and state funds, complete the Free Application for Federal Student Aid (FAFSA). FAFSA information is listed below. All online students receive a tuition discount, which makes them ineligible for institutional scholarships. The information below shows the various types of funds available to online students. For information visit andersonuniversity.edu/freshmen/financial-aid.

FAFSA INFORMATION
PIN website: www.pin.ed.gov
FAFSA website: http://www.fafsa.ed.gov
Anderson school code: 003418

VETERANS BENEFITS:
Anderson University is proud to partner with the U.S. Department of Veteran Affairs in assisting our military veterans in obtaining their education. Check out our Veterans Benefits flier to learn how the process works. You can also contact our VA Certifying Official at: veteranaffairs@andersonuniversity.edu or 864-231-5742.
HISTORY
Anderson University traces its origins back to 1911, when it was chartered as a four-year college for women. Public-minded citizens of Anderson, South Carolina, wanted a college to be established in the growing area since a previous institution, The Johnson Female University had closed during the Civil War. With a donation of land and money from area citizens, the South Carolina Baptist Convention agreed to partner with those who wanted an institution of higher learning in Anderson, and the school opened its doors in 1912.

What we know as Anderson University has throughout its history adapted to the educational needs of South Carolinians and those outside the State seeking a great education in a Christian environment. In 2005, the school officially became Anderson University as it added graduate programs and reorganized into colleges. The University is in the midst of the biggest period of growth in its history, having nearly doubled in enrollment over the past 7 years. Today, 2,908 students enjoy a high-quality education in some 53 fields of study. AU’s scenic campus, located in the historic district of Anderson, South Carolina, benefits from its proximity to the foothills of the Blue Ridge Mountains and the vibrant city of Greenville, South Carolina. Anderson’s campus has recently grown from its original 68 acres to more than 270 acres, including four new major building projects which have been completed within the past four years.
Anderson University has received numerous accolades and national recognition as an intentionally Christian university offering exceptional academics.

Recent recognitions include:

- Top Tier University #20 on 2014 ranking of Regional Colleges (South) - *U.S. News & World Report*
- One of “America’s 100 Best College Buys”
- One of “49 Up-and-Coming” universities to watch, for progress and innovation, for the past five years in a row - *U.S. News & World Report*
- 138 Best Southeastern Colleges - The Princeton Review
- The #2 Regional College in the South for “Excellence in Teaching” - *U.S. News & World Report*
- A Best Christian College - Institutional Research & Evaluation