BACHELOR'S PROGRAM

Bachelor of Arts in COMMUNICATION

Concentration in
Cinema & Media Arts

Speak the Language of Success.

The Department of Communication invites students to pursue their specific interests by offering a variety of interdisciplinary elective options within the major. For example, students might choose to take a two-course sequence in marketing, a three-course sequence in journalism, or a two-course sequence in video production as part of their major. Students also have the option to fulfill major requirements with coursework on web authoring and publishing, the psychology of mass communication, writing for new media, multimedia writing, and more. Graduates in Communication will leave NCWU trained to think deeply about how communication processes relate to many of today's most important issues, which will serve them well in various professional contexts.

PERSONAL

Our faculty have real-world professional experience to ensure you are challenged and supported through mentoring and the connections we provide.

PRACTICAL

Develop lifelong skills through your educational opportunities that are broadly useful, fully transferable and applicable to any challenge or career.

PURPOSE-DRIVEN

Use your degree as a stepping stone to pursue accredited certifications offered at leading organizations or post-graduate study programs.

CAREER AREAS:

- Copywriting
- Public Relations Personnel
- Internal Communications
- Advertising
- Foreign Relations
- Social Media
- Producer (Film/Television/Video)

PAY TRENDS:

The median annual wage* for the **Communication** field of degree is:

**Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook. Not entry level - varies based on location, education and experience. Recent graduates would need to earn experience and advance in career to earn a higher salary.*

"After graduating from NCWU, i became the Assistant Director of Athletic Communications at Arcadia University, and my degree has absolutely played a huge role in landing me this position."

Ali Cucinotta, '21
BA in Communications

NORTH CAROLINA WESLEYAN UNIVERSITY
ncwu.edu

BA IN COMMUNICATION

Scan to View Major Requirements
Minor in Communication available.

General Graduation Guidelines:

- Total of 120 semester hours, 39 of which must be numbered 300 or 400 (Other programs may require coursework beyond 120 semester hours)
- At least 9 semester hours of courses designated as writing intensive
- A declared major
- A cumulative GPA average of C (2.00) and at least a C average in the graduation major

WHAT YOU WILL LEARN:

- Understanding of the theories of mass communication, the media's power to influence our thoughts and actions and learn how to apply these theories as media consumers and communications professionals
- Study of interpersonal communication and culture, understand the communicative processes and practices that occur between people
- Apply communication theory and practice to a broad range of communication phenomena in intrapersonal, interpersonal and public communication settings
- Qualitative and quantitative research methods utilized in communication studies including the steps of the research process
- Introduction to website development using the web authoring scripting languages HTML, XHTML and XML
- Fundamentals of digital video production in the context of narrative fiction film making
- Develop their media literacy and critical analysis skills
- Produce programming focused on community issues by learning how to produce creative, compelling programming in the context of a regularly-scheduled biweekly 30-minute time slot
- Master the skills necessary to produce high-quality content with high production values that can be broadcast publicly

ADMISSIONS CRITERIA:

Applying to NC Wesleyan is as easy as **1-2-3**. You will have direct contact with a personal admissions counselor who will assist you every step of the way.

- Apply online for FREE
- Submit your high school transcript (*2.5 GPA or higher)*
- Complete your FAFSA at ***studentaid.gov*** *(School code is 002951)*

When we receive your application and transcript, we will provide you with an admissions decision and which scholarships you may be qualified to receive.

For more information on admission requirements, visit ***ncwu.edu/admissions****.*

APPLY TODAY!
Scan the QR code to fill out your ***FREE*** *application.*

REV 08-2026

For more information, contact:

Office of Admissions
252.985.5200
800.488.6292
admissions@ncwu.edu

Jason Buel, Ph.D.
Associate Professor of Communication,
Program Coordinator of Communication
jbuel@ncwu.edu