



■ ARTS  
■ COMMUNICATION  
■ MEDIA



# COMMUNICATION

## Bachelor of ARTS

Maxwell Becton College of Liberal Arts and Education

### ADVERTISING

### SOCIAL MEDIA

### HUMAN COMMUNICATION

### MULTIMEDIA JOURNALISM

### PUBLIC RELATIONS

The Bachelor of Arts (B.A.) in Communication is an exciting major that prepares students to work as social media managers, advertising executives, public relations executives, event managers, crisis communicators, executives at social media companies, and more—as well as for advanced study.

Employers say that effective communication skills are one of the top things they look for when they make hiring decisions. In a fast-evolving job market, a communication degree from FDU gives students skills to keep them marketable over the long term.



FAIRLEIGH  
DICKINSON  
UNIVERSITY



**DID YOU KNOW** that you can make a career out of creating content for social apps like TikTok and Instagram — and get paid well for it? Or perhaps you want to work in PR or journalism and be in the halls of power where decisions are made or on the red carpets where Hollywood films and Broadway plays are launched. Perhaps you want to work for a social media company or write ads that determine what people buy and who they vote for.

Perhaps all of this sounds fun and you want a degree that gives you skills with staying power in a rapidly changing employment landscape. Surveys of employers across diverse fields show that one of the top things they look for in job candidates is communication skills. This can make the difference in landing a well-paying job! At FDU, we make sure every communication major graduates with at least one internship on their resume, giving you valuable real-world experience and a leg up on the job market. Many communication majors also successfully double major or minor in other fields.

This is why you should consider majoring in communication at FDU — with an optional concentration in social media, advertising, public relations, multimedia journalism or human communication.

# CONCENTRATIONS

## SOCIAL MEDIA

(Florham & Metropolitan campuses)

The social media concentration is for students who are interested in exploring the impact of social media on our society as well as how social platforms are designed and how they can be utilized effectively. Students will explore how social networks' algorithms and community standards can be crafted to have a positive social impact. They will also learn how to use social networks to build relationships with audiences. The concentration will prepare students to work as social media managers on behalf of brands and organizations as well as for a variety of positions in tech companies.



## PUBLIC RELATIONS

(Florham campus)

This concentration is for students interested in pursuing a career in public relations. They will learn how to establish and maintain relationships with all of an organization's important audiences, including the media, customers, local communities and governments. Potential positions include publicity manager, events planner, press agent, lobbyist, strategic communication manager and more.

## ADVERTISING

(Metropolitan campus)

This concentration is for students interested in the dynamic field of advertising. Students will learn how to develop concepts for and create advertisements. They will also learn how to reach consumers through traditional and non-traditional media, including social networks, television, radio and print. Potential positions include advertising agency account executives, creative directors, ad buyers, as well as communication specialists for a variety of organizations.

## MULTIMEDIA JOURNALISM

(Florham campus)

This concentration is for students interested in pursuing a career in the ever-changing world of journalism. Although journalism still involves the basics of researching and gathering information, today's journalists have more tools at their disposal for delivering that information to the public: photography, blogs, podcasts, webcasts and more. Potential positions include reporter, editor, newscaster, photojournalist, podcaster and more.

## HUMAN COMMUNICATION

(Florham campus)

This concentration is for students who wish to gain a thorough understanding of human communication and the theories that describe and explain it. This concentration is recommended for students with an interest in all aspects of human interaction or for students considering an advanced course of study.



**APPLY NOW**

[fdu.edu/apply](http://fdu.edu/apply)

## WHY MAJOR IN COMMUNICATION?

The Bachelor of Arts in Communication is an exciting major that prepares students to work as social media managers, advertising executives, public relations executives, event managers, crisis communicators, executives at social media companies and more — as well as for advanced study.

The major includes an internship in a communication-related position where students acquire real-world experience. Our proximity to New York City affords students the option to intern in the world's media capital, but there are also plenty of opportunities in New Jersey and even right here on campus. Students also have the opportunity to create material for actual clients in their courses. This allows them to graduate with valuable experience on their résumés and examples to talk about in job interviews.

Many of our students are excited to pursue jobs as social media managers, creating strategies and content for their employers and clients. These days, most organizations hire such professionals, so there's strong demand for graduates with this expertise — and students can follow their passions, pursuing jobs with organizations ranging from sports teams to theatre companies to political candidates.

We pride ourselves on connecting students to opportunities and contacts in our field. Recent guest speakers on campus have included a social media influencer, reporter for *The Washington Post*, former worldwide CEO of one of the world's largest PR firms, head of a social media strategy firm and executives from Google and MSNBC.



[>> Contact](#)

DR. KARA ALAIMO  
Program Coordinator  
Communication  
[k.alaimo@fdu.edu](mailto:k.alaimo@fdu.edu)