Hands-On Experience

All tracks are steeped in the strong development of historical and theoretical underpinnings, with opportunities for hands-on experience right on campus. Atlantic Cape’s award-winning student newspaper, the Atlantic Cape Review, and excellent literary magazine, Rewrites, campus radio station, WACCRadio.org, and the TV Club offer opportunities for hands-on experience.

In addition, the Annual Communication Awards Show is Oscar night for communication majors and one of the biggest communication awards events in the Philadelphia region. It’s hosted by local media professionals and put together every year by communication majors.

Students may also find internships with local newspapers, radio stations, television stations, advertising agencies, magazines and Atlantic City casinos. The Atlantic City region is a well-known media hub, leading to the expansion of related industries such as advertising and public relations. Atlantic and Cape May counties are also part of the extended Philadelphia region, the fourth largest media market in the nation.

The Faculty

Courses are taught from a real-world perspective by experienced faculty who have worked in the communication industry. Atlantic Cape faculty have worked at some of the top media jobs including ESPN, E! Entertainment Television, The Philadelphia Inquirer, NBC affiliates, WXPN radio, lieutenant governors, major universities and advertising agencies.

A Promising Job Outlook

Communication graduates work in newspapers, television, radio, film, magazines, advertising, public relations and publishing and can get jobs in almost any kind of industry. There is a shortage of college graduates with effective communication skills. If you can write and speak effectively, you are needed in every industry. The U.S. Department of Labor reports that expansion of employment in several communication-related fields is expected through 2018. Public Relations Specialists are expected to grow by 24 percent; advertising marketing, promotions, public relations and sales by 13 percent; TV video and motion picture camera operators and editors by 11 percent; authors, writers and editors by 8 percent and broadcast news analysts by 4 percent. Job opportunities will be best for applicants in the expanding world of new media, such as online newspapers or magazines.

Transfer Options

The Atlantic Cape program will prepare you for an entry-level job in the communication industry, but you may wish to continue your studies at a four-year school. Many employers in the field prefer a bachelor’s degree.

Two of the top four-year communication schools in the country are located within 50 miles of our Mays Landing Campus — Rowan University in Glassboro, N.J., and Temple University in Philadelphia. Atlantic Cape also holds core-to-core transfer agreements with Rowan University, Rutgers University, The College of New Jersey, Richard Stockton College and other schools.

For more information:

For more information, contact Keith Forrest, Assistant Professor of Communication, (609) 343-4994 or kforrest@atlantic.edu, or Joy Jones, Assistant Professor of Communication, (609) 343-5049 or jjones@atlantic.edu.

From our graduates …

“As a communication professional, I am confident that my studies at Atlantic Cape made me not only a better writer and speaker, but also a valuable employee and team member in any setting. I recommend this degree to anyone who is willing to pursue learning outside the classroom. The coursework is demanding, but rewarding.”

— Rebekah Zumwalt ’08
Editorial Assistant
Catamaran Media/The Current Newspapers

“Atlantic Cape helped me focus on what I want, build a portfolio and dive into a world that I never could imagine would be my own. To say Atlantic Cape was a critical stepping-stone into my journey as a hopeful successful journalist would be an understatement.”

— Madison Russ ’12
Bachelor’s Degree Student
University of Pennsylvania

“Atlantic Cape Community College’s Communication program shaped who I am today. The program taught me to build and maintain relationships with people, get involved, write effectively, and speak well. I transferred to Rowan University as a Public Relations and Communication Studies major and was elected VP of Recruitment & Diversity for Rowan’s Public Relations Student Society of America chapter and won a public relations award. Attending Atlantic Cape’s Communication program was the best decision I ever made.”

— Alexandra Bednarek ’09
Rowan University ’11

Transfer to Rowan University, Rutgers University, The College of New Jersey, Richard Stockton College and other schools.
A Practical Major

Employers agree. Students well versed in communication—writing, speaking and analyzing—get hired. These practical skills go a long way toward success in any industry. Those who possess an advanced mastery of these skills definitely have an edge in today’s increasingly competitive job market.

At Atlantic Cape Community College, you can explore the world of communication and its varied career choices while mastering the skills that make you more marketable. Depending on the track you select, the program also provides training for careers within the industry, including television, film, digital media, radio, newspapers, magazines, public relations and advertising.

What You’ll Learn

Atlantic Cape offers a full Communication Associate in Arts degree program to prepare you to work in the communication industry or successfully transfer to a four-year college. You will choose from five tracks including Communication Arts, Creative Writing, Journalism, Public Relations, or Radio / Television / Film.

Each track has its own set of specialized courses, providing you with the tools to develop expertise in a particular communication area.

The program emphasizes the development of strong writing skills, one of the most important components of success. Not only will you learn how to write well in this program, you will be taught how to speak effectively and to strengthen your analytical abilities while gaining greater confidence in your overall communication abilities.

The program will prepare you for an entry-level job in the communication industry or in business. The training will also help you succeed when transferring to a four-year program.

You’ll learn how to apply the public relations process to planning, research, writing and analysis and get immersed in courses that will help you craft effective messages and graduate with an understanding of the overall industry.

## Degree Requirements

### Communication Associate in Arts

#### GENERAL EDUCATION COURSES – 45 CREDITS

When a course is not specified, refer to the list of approved General Education courses.

**COMMUNICATION (9 CREDITS)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Description</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>ENGL101</td>
<td>Composition I</td>
<td>3</td>
</tr>
<tr>
<td>ENGL102</td>
<td>Composition II</td>
<td>3</td>
</tr>
<tr>
<td>COMM120</td>
<td>Public Speaking</td>
<td>3</td>
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</tbody>
</table>

**MATH122**

- College Algebra or higher
- General Ed Mathematics course (MATH 220 Statistical Methods is recommended) – 4

**General Education Science course** – 4

**General Education Mathematics or Science course** – 4

**SOCIAL SCIENCE (6 CREDITS)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Description</th>
<th>Hours</th>
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<tbody>
<tr>
<td>PSYC101</td>
<td>General Psychology</td>
<td>3</td>
</tr>
<tr>
<td>SOC101</td>
<td>Principles of Sociology</td>
<td>3</td>
</tr>
</tbody>
</table>

**HUMANITIES (9 CREDITS)**

Choose:

- ARTS103, ARTS108, ARTS109, ARTS115, DANC110, MUSC100 or THEA110 (THEA 110 is recommended) – 3

**General Education Humanities course** – 3

Choose:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Description</th>
<th>Hours</th>
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<tbody>
<tr>
<td>ENGL104, ENGL201, ENGL205, ENGL206, ENGL213 or ENGL214 (ENGL104 is recommended)</td>
<td>3</td>
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</table>

**HISTORY (6 CREDITS)**

Choose two:

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<tr>
<th>Course Code</th>
<th>Description</th>
<th>Hours</th>
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<tr>
<td>HIST101, HIST102, HIST103 or HIST104</td>
<td>3</td>
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</table>

**DIVERSITY (3 CREDITS)**

Choose:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Description</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANTH103, ENGL201, GEOG102, GEOG110, PHIL105, PHIL106, PHIL/REGL111</td>
<td>3</td>
<td></td>
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</tbody>
</table>

**PROGRAM COURSES – 6 CREDITS**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Description</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM103</td>
<td>Introduction to Mass Media</td>
<td>3</td>
</tr>
<tr>
<td>COMM104</td>
<td>Introduction to Public Relations</td>
<td>3</td>
</tr>
</tbody>
</table>

### Choose a Track:

#### COMMUNICATION ARTS – 15 CREDITS

**Track Courses**

- THEA111 Acting I and any COMM course
- History Writing and Theory Courses (choose two)
- COMM209 Journalism I, COMM220 Creative Writing I, COMM105 Television History or COMM211 Film History

**Communication Elective**

- Choose any COMM or TVRF course – 3

#### CREATIVE WRITING – 15 CREDITS

**Track Courses**

- COMM220 Creative Writing I and COMM221 Creative Writing II
- History, Writing and Theory Courses (choose two)
- COMM209 Journalism I, COMM210 Television History or COMM310 Visual Communication

**Communication Elective (choose one)**

- COMM126 Film History
- COMM167 Popular Music and Radio History
- COMM211 Journalism II
- COMM210 Special Topics in News Writing or COMM295 Communication Internship

#### JOURNALISM – 15 CREDITS

**Track Courses**

- COMM209 Journalism I and COMM211 Journalism II
- History, Writing and Theory Courses
- COMM204 Organizational Communication AND (choose one)
- COMM105 Television History or COMM220 Creative Writing I

**Communication Elective (choose one)**

- COMM126 Film History
- COMM105 Popular Music and Radio History
- COMM220 Creative Writing I

#### PUBLIC RELATIONS – 15 CREDITS

**Track Courses**

- COMM110 Interpersonal Communication and COMM204 Organizational Communication
- History, Writing and Theory Courses
- COMM209 Journalism I and COMM211 Journalism II

**Communication Elective (choose one)**

- COMM210 Special Topics in News Writing, COMM220 Creative Writing I, COMM130 Visual Communication or COMM295 Communication Internship

#### RADIO/TELEVISION/FILM – 15 CREDITS

**Track Courses**

- COMM105 Television History and COMM216 Film History
- History, Writing and Theory Courses
- COMM107 Popular Music and Radio History and COMM220 Creative Writing I

**Communication Elective (choose one)**

- TVRF103 Television Production I, TVRF180 Radio Production I, COMM295 Communication Internship, COMM130 Visual Communication, COMM209 Journalism I, COMM204 Organizational Communication or COMM221 Creative Writing II

#### COMPUTER LITERACY: 0–3 CREDITS

(IS FULFILLED WITH CISM125, TESTING OR REVIEWED DEPARTMENTAL PORTFOLIO.)

**TOTAL CREDITS REQUIRED**

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