

# BACHELOR OF ARTS IN Communication

📖 ONLINE | 📍 ON CAMPUS | ★ BLENDED

Clear and effective communication is central to the success of today's organizations—whether it's a formal statement to the media, a conversation between colleagues, a report to executives, an inter-office email, or non-verbal cues expressed in a presentation.

Mercer University's **Bachelor of Arts in Communication** equips students with a broad understanding of how communication functions on an interpersonal level, within organizations, and between organizations and the general public. Develop the ability to communicate a message responsibly and persuasively for internal and external audiences, and learn how to accurately interpret messages you receive. Apply your knowledge to real-world challenges through the program's experiential capstone course. Choose from three concentrations:

- **Digital Media Communication** equips students with the ability to create content and communicate effectively through new and rapidly changing digital and social media platforms.
- **Organizational Communication** explores the theories, strategies, and skills needed to understand communication in organizations.
- **Public Relations** focuses on developing and assessing communication campaigns, building relationships with various stakeholders, and monitoring an organization's image.

## ONLINE AND ON-CAMPUS OPTIONS

The B.A. in Communication is offered fully online and through on-campus classes at Mercer's Atlanta, Douglas County, and Henry County locations. Students have the flexibility to enroll in a blended combination of online and in-person evening/weekend classes. Courses are structured in eight-week sessions. On-campus classes meet one night per week, and students can comfortably take two classes per week while maintaining a work-life balance.

## Career Opportunities

Mercer's B.A. in Communication prepares graduates to pursue a variety of positions, including roles such as:

- Content Creator
- Copy Editor
- Corporate Communications Specialist
- Digital Content Manager
- Digital Media Specialist
- Intercultural Communication Consultant
- Marketing Manager
- Media Account Representative
- Nonprofit Organization Director
- Project Manager
- Public Opinion Researcher
- Public Relations Specialist
- Social Media Manager
- Speechwriter

MERCER  
UNIVERSITY

COLLEGE OF  
PROFESSIONAL ADVANCEMENT

## PROGRAM OF STUDY

### B.A. in Communication

#### Foundations in Major (27 hours)

- COMM 240 Popular Culture and Society **OR**
- COMM 251 Communication and Society
- COMM 253 Gender Relations
- COMM 309 Communication and Information Theory
- COMM 330 Elements of Persuasion
- COMM 340 Public Relations
- COMM 350 Organizational Communication
- COMM 360 Digital Media and Analytics
- COMM 370 Intercultural Communication
- ORGL 380 Applied Research Methods

#### Concentration (12 hours)

Students will choose one concentration.

- A. Digital Media Communication
- B. Organizational Communication
- C. Public Relations

**Total major requirements: 39 hours**

**General education: 39 hours**

**Electives: 42 hours**

**Total degree requirements: 120 hours**

*Students with prior professional experience may have the opportunity to apply to complete a portfolio assessment. Upon completion, review, and approval of the assessment, students may receive a maximum of 12 semester hours of credit.*

### Admission to Program

Candidates must have a cumulative grade point average of at least 2.25 (on a 4.0 scale). The program admits students five times per year in January, March, May, August, and October. Applicants may be eligible to transfer credits toward the degree. Learn more and apply at [workingadults.mercer.edu](http://workingadults.mercer.edu).

#### REQUIRED APPLICATION MATERIALS INCLUDE:

- High school or GED transcript (if applicable)
- Completed application for admission
- \$25 non-refundable application fee (\$50 for international students)
- Official transcripts from all previously attended institutions

*International applicants should consult the University catalog for additional requirements.*

### A Top-Ranked Leader in Education

Founded in 1833, Mercer University is one of America's most distinctive universities. *U.S. News & World Report* has ranked Mercer among the leading universities in the nation—including a “Best Value”—and The Princeton Review consistently ranks Mercer in the **Top 15%** of colleges and universities nationwide.

Students are taught by expert professors who combine class instruction with relevant work experience. Through personal attention and support, students are empowered to achieve their educational and career goals.

Mercer University's College of Professional Advancement continues the University's long-standing commitment to serving professional students seeking advancement into leadership roles in their careers. Distinctive interdisciplinary undergraduate, graduate, and workforce development programs merge theory and practice to help students solve problems and add value in the workplace.



#### CONTACT US

Office of University Admissions

877.840.8599

[enroll@mercer.edu](mailto:enroll@mercer.edu)

[professionaladvancement.mercer.edu](http://professionaladvancement.mercer.edu)

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