

# ELECTRONIC MEDIA STUDIES - BA, BS

St. Catherine University's electronic media studies major, offered jointly with the University of St. Thomas, provides students with both theoretical knowledge and practical skills in electronic communications. Instructors will share their genuine dedication to the responsible use of language in all its forms and work with them to master their craft. The curriculum offers students the opportunity to develop their powers of clear explanation and persuasion, which are the keys to success for professional communicators.

In addition to communication studies courses, students will study audio production, electronic media and society, videography and the documentary in American television. Students also will be required to take the leadership communications course, a unique St. Catherine University offering that provides opportunities for extensive self-assessment and delves into issues such as ethics, leadership style and personal strengths, all with a focus on women's leadership and following.

Job opportunities in this field include programming/production, news, advertising sales, promotion and administration. Potential employers include radio and television networks, commercial and public broadcast stations, private television production, business and government.

Students will be encouraged to pursue one of the many internships available to electronic media studies majors, including opportunities in the communications offices of major corporations and at small businesses, nonprofits, government agencies, advertising and public relations agencies and radio and television stations and networks. Former students have had internships at Best Buy, BI Performance Services, Dynamark Corporation, Ecolab, Green Tree Financial, Medtronic, the Minnesota Department of Transportation, KMSP-TV, KDWB radio station and the St. Paul Heritage and Festival Foundation.

Students will also find several opportunities to get involved with other communications students on campus. Students who display a commitment to the field and an excellent academic record are inducted yearly into Lambda Pi Eta, the National Communication Association's student honor society.

**See also: Communication: Oral** (<http://catalog.stkate.edu/undergraduate/humanities-arts-sciences/communication-studies/communication-oral-ba-bs>), **Communication Studies** (<http://catalog.stkate.edu/undergraduate/humanities-arts-sciences/communication-studies/communication-studies-ba-bs>), **Education - Communication Arts and Literature with Grades 5-12 Teaching Licensure** (<http://catalog.stkate.edu/undergraduate/business-professional-studies/education/secondary-licensure>) (for those interested in teaching communication arts and literature in secondary schools)

This major is offered in the College for Women only.

## Curriculum

To earn a major in electronic media studies, students must successfully complete 40-48 credits in communication studies distributed in the following way.

Code	Title	Credits
<b>Courses Taken at St. Catherine University</b>		
COMM 1030	Speaking to Lead and Influence	4

COMM 2050	Media, Culture and Society	4
COMM 3030	Rhetoric, Civic Participation and Social Justice	4
COMM 3070W	Gender and Rhetoric	4
COMM 4600	Leadership and the Art of Persuasion	4
COMM 4604	Internship	4
<b>Courses Taken at the University of St. Thomas</b>		
COJO 260	Electronic Media Production	4
Select at least two of the following courses:		
COJO 230	Foundations in Media and Society	
COJO 262	Radio Production	
COJO 264	Media Communication Skills	
COJO 332	Documentary in American Culture	
COJO 360	Videography: Television Production in the Field	
COJO 460	Advanced Video Production	
<b>Elective Courses</b>		
Students must select one and up to three additional elective classes from the Communication Studies Department at St. Catherine's or from the supporting classes listed from the University of St. Thomas above.		4-12
<b>Total Credits</b>		<b>40-48</b>

Electronic media studies majors satisfy the Writing Requirement for Majors by completing COMM 3070W Gender and Rhetoric. They complete the Liberal Arts and Sciences Core Writing Requirement with three other writing-intensive courses (CORE 1000W The Reflective Woman or CORE 2000W The Reflective Woman, CORE 3990W Global Search for Justice, and any other writing-intensive course in this or another department).