Career Opportunities

- Journalist
- New Media Specialist
- Web Designer
- Broadcaster
- Magazine/Newspaper Editor
- Publisher
- Freelance Reporter
- Camera Operator
- Campaign Manager
- Media Performer
- Motivational Speaker
- Sportscaster/Promoter
- Public Relations Specialist
- Disc Jockey
- Photojournalist

Mass Communications Overview

A Bachelor of Arts degree in Mass Communication offers students an interdisciplinary foundation in the basic theory and skills necessary to become media practitioners and more informed media consumers. Students will also have a concentration in one of the following: Advertising, Public Relations, Journalism, International Communications, Sports Communication or Fashion Communication.

About UB

The University of Bridgeport is an international, doctoral-intensive, comprehensive university, offering award-winning academic programs in a variety of innovative undergraduate and graduate degree programs. Our 50-acre, seaside campus overlooks Long Island Sound on Connecticut’s corporate Gold Coast, and is within easy driving distance of New York City and Boston.

Our student-faculty ratio is 15:1, and our full- and part-time faculty members include Fulbright Scholars, National Science Foundation Fellows, Ford Fellows, National Endowment for the Humanities Fellows, American Council for Learned Societies Scholars and Phi Beta Kappa Scholars. Some 32 percent of our students are members of minorities and students from more than 80 countries live and learn within our community.
Program of Study

The Mass Communication program requires 45 semester credit hours including 12 credit hours in the program core, 15 credit hours in one of the concentrations (Advertising, International Communication, Journalism, Public Relations, Fashion Journalism, and Sports Journalism), 12 credit hours of Mass Communication Electives, and an additional 6 credit hours in a foreign language. Students are required to complete 120 credit hours to graduate.

Internships are strongly encouraged to obtain work experience prior to graduation. To participate in an internship or Cooperative Education program (Co-op) students must meet the following requirements: Be of junior standing; Have completed at least 18 credit hours of coursework in Mass Communication; Have at least a 2.5 GPA in Mass Communication with no grade below a C-minus; and Be a student in good academic standing at the University.

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Program Core Courses
(Required)
- MCOM 110 Public Communication
- MCOM 111 Introduction to Mass Communication
- MCOM 211 Communication Theory
- MCOM 395 Senior Seminar in Mass Communication

Example Program Courses for Advertising
- MCOM 220 Introduction to Advertising
- MCOM 323 Advertising Copywriting
- MCOM 339 Advertising and PR Campaigns

Example Program Courses for Journalism
- MCOM 240 News Reporting
- MCOM 341 Magazine and Feature Writing
- MCOM 360 Broadcast Journalism

Example Program Courses for International Communication
- MCOM 290 Intercultural Communication
- SOC 231 Cultural Anthropology
- WREL 275 Religion, Conflict, and Mediation

Example Program Courses for Public Relations
- MCOM 270 Public Relations
- MCOM 201 Persuasive Communication
- MCOM 346 Media Management

Example Program Courses for Sports Communication
- MCOM 251 Sports Journalism
- MCOM 355 Sports Psychology
- MCOM 354 Media, Sports, and Society