In the rapidly evolving world of news and entertainment, the creative and technical bars are constantly being raised. To succeed in this ever-changing and fast-paced environment, you need both a solid grounding in the fundamentals of the communication field and a wealth of hands-on experience that will enable you to apply your academic lessons in real-world situations. This is what distinguishes Lawrence Technological University's Bachelor of Science in Media Communication from other programs.

Why Media Communication at Lawrence Tech?
Traditional media programs tend to focus on a single area – journalism, broadcasting, production, or public relations – but the greatest demand in the communication field today is for cross-trained individuals who can move with confidence and agility between all areas. Media professionals must have the ability to take a project from the planning stage, through data gathering and analysis, to production and broadcast. Lawrence Tech’s Media Communication program has been specifically designed to address these requirements.

There are other advantages as well:
• Opportunity knocks even at the freshmen level – numerous internships are available to students through affiliations with local radio and television networks, news organizations, the movie industry, and area advertising and public relations firms as well as a Media Communication advisory board whose members have connections to the industry.
• Location, location, location – most of the broadcast media and video production businesses serving the Detroit metropolitan area are located within a five-to-seven-mile radius of campus.
• Technological savvy – hands-on technical training and access to cutting-edge equipment and software translates into marketable skills.
• A video resume – showcases the best of your creativity and expertise, and can provide a valuable marketing tool to prospective employers.

CURRICULUM
Your 121-credit-hour program consists of:

<table>
<thead>
<tr>
<th>Category</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Arts and Sciences Core</td>
<td>56</td>
</tr>
<tr>
<td>(with emphasis on leadership)</td>
<td></td>
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<tr>
<td>Media Communication Core</td>
<td>32</td>
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<tr>
<td>Media Communication Electives</td>
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<td>Open Electives</td>
<td>18</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>121</strong></td>
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</tbody>
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What else can you expect from the Media Communication program? An investment in your success – creatively, technically, ethically – and an emphasis on helping you to build the leadership skills required in an exciting and competitive field.

Prepare to Succeed
Lawrence Tech’s Bachelor of Science in Media Communication can position you for a career as a leading-edge producer, writer, reporter, editor, or technician. It offers you a balanced, well-rounded education that emphasizes the development of your critical thinking, communication skills, and technical expertise. It also reinforces the ethical and civic obligations media professionals have to the local, national, and global community.

Getting Started
For more information, including information for transfer and international students, visit ltu.edu/arts_sciences/media_communication/asp or contact Lawrence Tech’s Office of Admissions at 800.CALL.LTU or admissions@ltu.edu.

Graduates with a degree in Media Communication have many career options:
- Broadcast journalism (news, sports, and weather)
- Television and video production
- Technical writing
- Scriptwriting
- Entertainment industry
- Media marketing
- Magazines
- Specialized journalism (automotive, business, science, or technology)
- Television programming
- Research and analysis
- Public relations
- Online journalism
- Instructional technology

“All your dreams can come true if you have the courage to pursue them.” Walt Disney

Lawrence Technological University produces leaders with an entrepreneurial spirit and a global view. That’s why most Lawrence Tech students are employed within a month of graduating. Your benefits:

• Leadership Program that helps you develop the marketable skills that employers seek
• Leadership Portfolio that enhances your diploma – and your resume
• 12:1 student-faculty ratio
• Faculty with current industry experience
• Fully loaded high-powered laptop or tablet computer provided
• Schedules that work for you, with convenient day, evening, weekend, or online classes
• High-tech, wireless 102-acre campus that’s commuter friendly, with recreation, housing, and meal service options
• Financial-aid, co-op, and internship opportunities
• Proactive career placement services

Explore nearly 100 undergraduate, master’s, and doctoral programs in Colleges of Architecture and Design, Arts and Sciences, Engineering, and Management.