

**COMMUNICATION**



**WHY STUDY COMMUNICATION AT BRYANT?**

*Design your future with faculty experts in health communication, media studies, risk and crisis, digital journalism, organizational communication, relational communication, and television/film production.*

➤ *Immerse yourself* in the study of how the messages we create and the interactions we have impact the attitudes and behaviors of others. Learn how these messages, delivered face to face, via social media, or through traditional media can be used in everything from establishing relationships to selling products and services.

➤ Gain experience applying theory and course concepts to *real-world situations* through internships, competitions, practicums, student-run media including WJMF radio, and student/faculty-led research opportunities.

➤ Learn from a dedicated faculty of prominent scholars, teachers, mentors, and accomplished media professionals who serve as advisors, guiding your selection of *courses aligned with your interests and goals.*

**ELIZABETH OLUOKUN '18**  
 Implementation Manager  
 Unum Insurance Company  
 Greater Boston Area



**MAJORS:** Communication; Management  
**HOMETOWN:** Framingham, MA  
**PATH:** Head Resident Assistant; President, Advanced Evolution Dance Team; Student Ambassador; Vice President, International Student Organization; Head Orientation Leader for the Class of 2021; Bryant Senior Advisory Council; Co-Organizer, Rally for a Reason; Student Coordinator, Conference and Special Events Office; recipient of the George M. Parks commencement award in recognition of excellent leadership qualities.

*“Professor Susan Baran recognized my passion and helped me to figure out how to make it into a career. Communication is a skill needed to excel in any path. Having it as my major has ensured success in my career.”*

## INSPIRING FACULTY

Our Communication faculty includes award-winning educators and mentors who are experts in health communication, digital journalism, risk and crisis, radio and broadcast production, media studies, persuasion, relational communication, and organizational communication. They combine the latest theory with direct work experience. In the University's close-knit, student-centered environment, these caring and supportive professors get to know you as an individual, help you design your career path, and continue to mentor you after graduation.

### THE COMMUNICATION FACULTY INCLUDES:

- A news anchor and award-winning journalist
- A 16-year television and radio broadcasting producer, writer, and anchor in Boston, Philadelphia, and New York
- A former research health scientist whose teaching focuses on health communication and social interactions contributing to health behavior change
- A producer of an Emmy Award-nominated dramatic television series about people with Down Syndrome
- A risk/crisis and health researcher who studies uncertainty and decision making in health/crisis situations and has been quoted by ABC News, NBC News and USA Today

*I feel confident beginning my career in communication because of all of the opportunities the department has given me. Through my studies, I have learned how to creatively apply meaningful communication techniques in the world of business.*

#### DANIELLE SPARMER '20, MA COMM '21

Social Media and Marketing Coordinator  
Black Wednesday  
Uncasville, CT

### Among Our Distinguished Faculty:



#### CHRIS R. MORSE, PH.D.

Professor of Communication,  
Department Chair

- Research has included Risk and Crisis, Health Communication, Persuasion, and Conflict and Negotiation
- Faculty Fellow for the Center of Health and Behavioral Sciences and Member of the Academy of Communication in Healthcare
- Has worked with over 100 students on helping them find their future careers

#### BAILEY CORNELL '15

Product Marketing Manager  
Google  
New York, NY



**MAJOR:** Communication

**MINORS:** Business Administration;  
Spanish

**HOMETOWN:** Killingly, CT

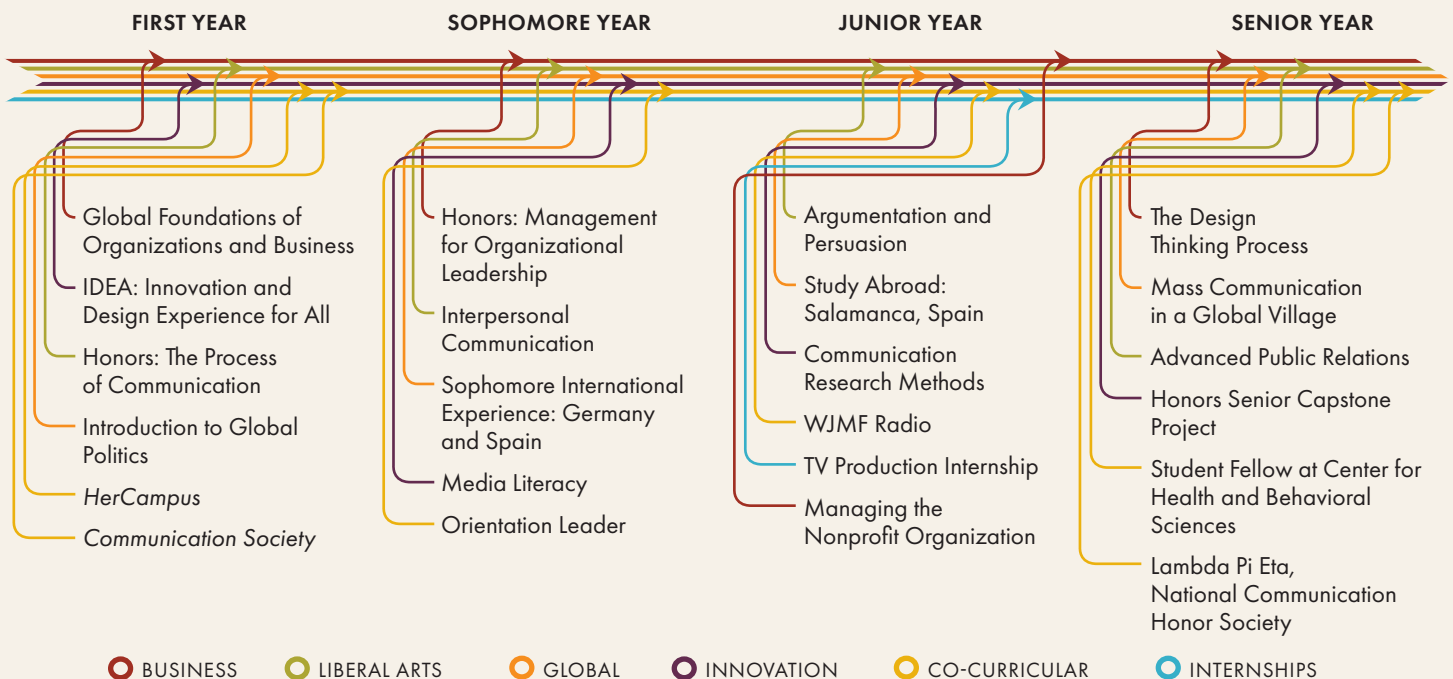
**PATH:** Honors Program; Honors Council; Omicron Delta Kappa; President, Bryant Outdoor Adventure Club; President, Media Production Club; TV Production Assistant in television studio; two internships with the Colorado Department of Education; Sophomore International Experience to Singapore and Malaysia; studied abroad in Spain.

*“Having a background in communication is great no matter what field you are interested in. It has helped me immensely since I work with every kind of business model on marketing strategy. The University’s focus on group projects and presentations helps you gain experience for what it’s really like to work with a team on a common goal. In my position, I am constantly using what I learned.”*

## DESIGNED FOR YOUR SUCCESS

Bryant's innovative educational experience is focused on one central objective – preparing you for success. Bryant is recognized nationally for integrating business and the arts and sciences to provide students with a powerful combination of highly marketable skills. With a strong emphasis on experiential learning, your Bryant education will include opportunities for internships, consulting, participation in national conferences and competitions, social entrepreneurship, and study abroad. Bryant's inspiring and purposeful student life is designed to enhance your learning and real-world credentials.

Here's an abbreviated sample path to success:



### GRACE FARRELL '18

Associate Principal Analyst  
Gartner  
Fort Myers, FL



**MAJOR:** Communication

**MINORS:** Management; Sociology

**HOMETOWN:** Milford, PA

**PATH:** Captain, Division I Field Hockey Team; MyPath mentor for exploratory students; Alpha Kappa Delta international sociology honor society; public relations intern for Havas Health and You; sideline reporter for Bryant Athletics Department; Product Marketing Intern for Time Warner Media.

*“The Communication Department supported me so that I was able to balance academics and a demanding schedule as a Division I athlete. All of the Communication professors are willing to put in the time to help you succeed. Bryant allowed me to develop as a leader in the classroom and on the field.”*



## BRYANT COMMUNICATION GRADUATES ARE IN DEMAND

*In business, government agencies, and nonprofit organizations including:*

- > BANKMOBILE
- > BOSE CORPORATION
- > BOSTON BEER COMPANY
- > BOSTON BRUINS
- > CARBON BLACK
- > CHICAGO CUBS
- > CITIZENS FINANCIAL GROUP
- > COMCAST
- > CONTACTICA
- > COVENANT HOUSE
- > DELL EMC
- > DR. MARTIN LUTHER KING JR. COMMUNITY CENTER
- > DUKE UNIVERSITY
- > DUNKIN BRANDS
- > EPSILON
- > ESPN
- > GARTNER
- > GOOGLE
- > GUNVOR GROUP LTD
- > INDEED.COM
- > INSIGHT GLOBAL
- > MARKETONE INTERNATIONAL
- > NESN
- > NEW ENGLAND CONTROLS
- > PAREXEL
- > PRINCE WILLIAM COUNTY PUBLIC SCHOOLS
- > TEAM LIQUID
- > TRIBALVISION
- > UNUM INSURANCE
- > WPRI-TV

*In leading graduate programs including:*

- > Bryant University
- > Endicott College
- > Fairfield University
- > George Mason University
- > Georgetown University
- > Hofstra University
- > Malone University
- > Northeastern University
- > Purdue University
- > Southern New Hampshire University
- > University of Connecticut

## WHAT SETS BRYANT'S PROGRAM **APART?**

### 1 *Design a Specialized Career Path*

- A Communication faculty advisor guides you in selecting courses aligned with your interests and goals.
- Broad-based curriculum allows you the opportunity to specialize in one of four areas within the field of communication: Organizational Communication and Social Media; Public Relations and Event Planning; Broadcast Journalism, Film, and Television; and Strategic Healthcare Communication.
- Add focused customization to your degree by working with a faculty member to design a specialized course needed for your future career.

### 2 *State-of-the-Art Production Facilities*

- *College Magazine* ranks Bryant No. 3 on its list of top 10 colleges for broadcast journalism, saying "...Bryant students work hands-on with audio and video equipment from freshman year to graduation." The magazine adds, "When you add experienced faculty into the mix, you know you'll graduate ready to dominate the newsroom."
- Production courses offer a hands-on, media-focused curriculum covering all areas from broadcast to broadband, talk radio to podcasts, news to sports, and streaming to social media.
- Whether you are directing a documentary or filming affiliate marketing content for social media, Bryant utilizes state-of-the-art production facilities and techniques to create content for a variety of platforms.

### 3 *Gain Experience to Excel*

- Enhance your learning and skills beyond the classroom through internships, meaningful participation in student-run media, and more.
- Engage in original research, conference presentations, and regional/national competitions that will allow you to stand out from the crowd to future employers.

To learn more about Communication or other programs at Bryant, please contact:

**Office of Admission** • 401.232.6100 • 800.622.7001 • [admission@bryant.edu](mailto:admission@bryant.edu)