

## **Texas Wesleyan At-a-Glance**

- 2,600 students
- 15:1 student-faculty ratio
- 8 NAIA sports
- 65 clubs and organizations
- 85% of students receive financial assistance
- 3 residence halls
- New student apartment-style housing available

## **Bachelor of Science in Mass Communication at Texas Wesleyan University**

### **Why choose to study mass communication at Texas Wesleyan?**

The School of Business Administration and Professional Programs is committed to creating a learning environment that is conducive to the total development of the student. It is essential that students obtain the philosophical, intellectual, psychological, social and economic orientation needed for a career in business. Thus, the development of human leadership capabilities, which include the collection, interpretation and application of knowledge, is stressed. Wesleyan graduates will be effective leaders who are able to integrate and apply the knowledge and experiences gained from their collegiate study.

Texas Wesleyan's faculty is committed to helping students develop the necessary capabilities, including the ability to obtain an entry-level position in a business, industrial, or government organization and to secure a position of leadership and responsibility. The faculty's primary task is teaching and advising, which encourages independent thinking and leads to free and honest inquiry. Classes average 25 students who are immersed in an environment where teaching and service are the most important components. Students learn from experts in the classroom and obtain first-hand knowledge from dedicated mass communication faculty, of whom 95% hold doctoral or terminal degrees in their field.

### **How valuable is a degree in mass communication?**

Mass communication is a growing, multi-billion dollar industry in America. Employment of mass communication specialists is expected to increase about as fast as the average for all occupations through the next decade. Good public relations in an increasingly competitive business environment is a necessity that should spur demand for public relations specialists in organizations of all sizes. Occupations include advertising executives, advertising managers, broadcast journalists, marketing managers, market-research analysts and public relations managers. (Source: The Collegeboard)

### **Areas of Opportunity for Specialization**

Students majoring in mass communication have the opportunity to select from three concentrations: Advertising-Public Relations, Journalism, and Radio-Television. Wesleyan's Mass Communication program covers a wide range of topics, including: broadcast journalism, news writing, public relations and advertising and reporting.

Wesleyan's Mass Communication department offers internships with local network affiliate television stations, newspapers, radio stations and advertising and public relations firms. For a complete listing of courses, visit the Web site at [www.txwes.edu](http://www.txwes.edu).

**Major or minor in mass communication  
at Texas Wesleyan University!  
For more information, contact the  
Office of Admission.**