

Recruitment Brochure

Section A

Headline: University of Central Oklahoma: Department of Mass Communication

Sub-headline: Leading the future through effective communication

(Graphics: Include photo of Mass Communication building, or university. Refer to the university brand guidelines throughout brochure.)

Section B

About

The Department of Mass Communication provides experience to students far beyond the classroom through transformative learning, service learning and civic engagement projects. The department's staff is made up of experienced experts, who guide award-winning students to be professionals in their field of interest.

This is important for you to note: if you want to *be* an expert, then you need to be *led* by experts.

Mass Communication Programs

The Department of Mass Communication is an integration of five Bachelor of Arts degrees:

- Interpersonal Communication
 - o Relational, Intercultural and Nonverbal
- Organizational Communication
 - o Conflict Negotiation, Corporate Training and Consulting
- Professional Media
 - o Broadcasting, Documentary Film, Journalism and Online Media
- Photographic Arts
 - o Commercial, Fine Arts and Photojournalism
- Strategic Communications
 - o Advertising, Brand Communications and Public Relations

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Section C

What can I do with a degree in Mass Communication?

- Advertising account executive
- Broadcaster
- Communication consultant
- Copy writer
- Corporate trainer
- Editor
- Employee relations
- Events coordinator
- Freelance writer, photographer or graphic designer
- Human resources professional
- Investor relations Specialist
- Journalist
- Marketing manager
- Media buyer
- Media planner
- Media researcher
- Motivational speaker
- Multimedia specialist
- News reporter
- Newscaster
- Strategic planner
- Television/film/video producer
- Your options are not limited to this brief list!

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Section D

Send me more information regarding UCO's Mass Communication programs.

Name: _____

Address: _____

Phone Number: _____

Email: _____

Check all that apply: Current Student: () Transfer Student: () Future Student: ()

Program of interest:

(Graphics should include a form mailer and should be printed with a perforated edge.)

Section E

Send to:

University of Central Oklahoma
Department of Mass Communication
100 North University Drive
Edmond, OK 73034

(Graphics should include university style guidelines and postal stamp box)

Section F

Contact Us

Main Office

Communications Building Room 210

Phone Number: 405-974-5303

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405-974-5108

Communications Building 103A

Gary Pearson – Student Success Advisor

Recruitment Brochure

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Communications Building 103

For more information, visit **uco.edu/MassComm** (*request IT to create this vanity URL to redirect traffic to MCOM*)

(Graphics should include university style guidelines, postal stamp box and possibly a photo of the UCO MCOM building)