

CMST 103 : Careers in Communications

Credits 3

Quarter Offered Fall, Winter

Class explores the variety of careers available in professional communications across multiple fields of business, sales, public relations, and advertising. Class includes traditional internal and external communications and explores emerging roles in the field of mass communications. This class may include students from multiple sections. (Elective)

Course Outcomes

- Identify a range of careers available in professional, legacy, and emerging communication modalities.
- Demonstrate rudimentary ability to use common, current modalities of professional communications.