



# BA Communication & Digital Media

Thrive in the global communications industry, from social media to PR, online journalism, or advertising, with AUR's combination of theoretical analysis & hands-on, experiential learning in the inspiring city of Rome, Italy.

## An essential modern skill

Communication is the main engine of the 21st Century, shaping who we are & how we connect in an increasingly globalized society. In this program, you will learn to communicate effectively & gain skills in public speaking, concept development, storytelling, problem-solving, strategic thinking, & cross-cultural team building.

## Prepared to face the future

AUR graduates meet an ever-growing demand for communicators with creativity & applied knowledge in emerging media, content curation, media ethics, & analysis. Given AUR's close ties to global industry professionals, there is a variation of expert faculty, visiting professors, & guest lecturers sharing diverse ideas, expertise, & networking opportunities.

## Go beyond the classroom

From Intro. to Photojournalism to Reflections on the Future Society, AUR's BA in Communication & Digital Media program utilizes the history, culture, & politics of Rome as a backdrop to its global perspective. Many elements of the program are conducted off-campus, tapping into the resources of Rome as a major European capital & a center of digital communication & creativity.

**25+**

on-site classes

**8+** field trips

offered per year





# BA COMMUNICATION & DIGITAL MEDIA

## Core Courses

COM 100 Media History  
FLM 100 Intro to Visual Culture  
DM 105 Digital Design: Print Graphics  
MKT 200 Principles of Marketing  
ECO 208 Economics of Media & Comm.  
COM 211 Podcasting & Vidcasting  
COM 305 Media Ethics  
COM 306 Digital Media & Society  
COM 312 Digital Communication Strategy

## Major Elective Clusters

Journalism & Writing  
Public Relations & Advertising  
Cultural Studies  
Media & Globalization  
Global Media Management  
Media, Politics, & Social Change  
Film Studies

## Internships & career development

Gain wide-ranging expertise & practical skills in media & communication by completing an internship at one of the following companies or organizations:

Amnesty International  
Associated Press  
Food & Agricultural Org. of the UN  
National Geographic  
Rome-ing Magazine  
USAID

## Alumni job placements include:

Communications Specialist  
Copywriter  
Film & Sound Editor  
Marketing Manager  
Opera Communications Director  
Social Media Director

**GLOBAL  
ALUMNI  
NETWORK**  
across 75+  
countries



*"I was fortunate to have had passionate & dedicated professors that instilled in me the tools & knowledge that I still apply today. AUR allowed me to understand & work within the communication realm, forging my future in the world of advertising."*

**Christopher Roberts, CDM '08**

Head of Circus Marketing

**The American University of Rome**

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