



MERRIMACK COLLEGE

SCHOOL OF LIBERAL ARTS

COMMUNICATION AND MEDIA



The study of communication at Merrimack provides students with an interdisciplinary perspective that embraces the framework of liberal arts, emphasizing both applied and media communication. Merrimack's program is designed to incorporate both professional expertise for successful employment and academic excellence for graduate school application. Students are allowed the flexibility to construct their own curriculum based on personal interests, such as interpersonal, organizational, health and mass communication.

ENGAGING COURSEWORK

A dynamic curriculum builds strong practical knowledge from introductory classes to specialized coursework.

Students will demonstrate an ability to understand current communication realities by applying diverse communication theories. To demonstrate proficiency, students will critically evaluate and synthesize research, analyze structure, and develop unique arguments containing supporting positions.

A selection of program coursework includes:

- COM 2401 Intro to Mass Communication
- COM 3452 Newspaper and New Media Production
- COM 3625 Health Campaigns
- COM 4011 Sports Communication

REWARDING CAREER PATHS

A background in communication prepares students for a wide variety of positions within large corporations, small businesses, nonprofit firms, government organizations, education institutions, and more.

Graduates may pursue professional work in law and politics, media organizations, education, business, technological industries, health care, or social services as well as pursue graduate work in media management, mass and applied communication.

PROGRAM HIGHLIGHTS

Internships

Internships allow students to gain real-world experience in their future industry, increasing their career preparedness.

Previous internship placements include:

- Kiss 108
- Comcast Sportsnet
- American Cancer Society
- Governor Charlie Baker's Office
- Marlo Marketing/Communications

On-campus Student Organizations

WMCK

WMCK is the first-ever internet radio station at Merrimack and is a student-run initiative. Featuring a variety of music, news, sports, and community programming, the radio station gives students hands-on experience in the full cycle of radio production from creative conception to on-air broadcast.

The Beacon Newspaper

The Beacon is Merrimack's student-run newspaper, covering top campus news stories. Students are able to fill a variety of roles, responsibilities, and leadership positions.

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QUESTIONS?

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