

# Communications Media (B.A.)



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## Become a savvy communicator in an ever-changing technological world.

The Communications Media program is designed to shape ethically responsible and skilled communicators to navigate a media-saturated, diverse, and complex global environment.

At Thiel, students develop integrated storytelling and design skills in written, visual, and oral communication along with essential critical thinking, research, and leadership abilities. We also focus on teaching you how to use state-of-the-art equipment and communication tools that will help you get ready for your future career.

The program culminates in a professional internship, or a transmedia storytelling practicum.



*"Communication - the human connection - is the key to personal and career success."*

*Paul J. Meyer | Founder of Success Motivation Institute*

Thiel's communications media degree program allows students to develop an understanding of the important role that communication and technology play in our lives. In our globally connected world, effective communication strategies and media literacy skills are more important than ever before. Graduates have a choice of rewarding career paths available to them, including film, television, radio, journalism, publishing, and marketing.

### What jobs can you get with a communications media degree?\*

- **Communications Manager** - In Pittsburgh, communications manager is a versatile choice for someone with a degree in communications media to pursue with an average annual salary of **\$120,574**. Most organizations benefit from having a communications manager on staff. Look for a company that fits your unique needs and interests.
- **Social Media Manager** - Social media managers create and manage published content, monitor, and respond to social media users, and compile social media campaigns to improve a company's online presence. In Pittsburgh, the annual salary range falls between **\$99,890** and **\$126,690**
- **Media Buyer** - Media buyers develop media-buying strategies, negotiate pricing for their clients, and purchase media placements for advertising on various platforms such as TV, radio or websites and earn an average of **\$92,121** per year in Pittsburgh.
- **Film and Video Editor** - Film and video editors often work in the production and the post-production process to ensure the final video is ready for broadcast or publication. They may use a host of elements in their videos including camera footage, graphics, and sound effects. The annual salary for an editor in Pittsburgh typically falls between **\$54,240** and **\$68,346**.
- **Associate Digital Marketer** - Digital marketers in Pittsburgh earn an average annual salary of **\$109,100** by planning and executing various campaigns including web, advertising, and social media to generate leads and increase brand awareness.

### Here are some exciting things you'll get to do in our program:

- Learn how to be a solid communicator in today's media-rich world.
- Become confident at writing and speaking so you can be ready for jobs in fast-growing industries.
- Develop and refine your media creation skills: writing stories, podcasting, making radio shows, and video production.
- Land internships with big companies or groups that help people so you can learn even more.
- Graduate with a digital portfolio that showcases your best work.

Upon graduation, you will have learned how to talk and share ideas in your everyday life and you'll be able to think carefully about the media you consume and the media you yourself create!

**99%**  
of Thiel students  
receive tuition assistance.

You can afford to attend Thiel College. We have given out over \$22 million in scholarships since 2023. Contact an admissions counselor to learn about scholarship opportunities.

For more information or to apply, visit

<https://www.thiel.edu/academics/academic-programs>

\*salary.com (February 2024)



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