

Faculty

Communication Sciences and Disorders

Becky McLain, M.S., CCC-SLP
Daniel Tullos, Ph.D., CCC-SLP
Beckie Weaver, Ph.D., CCC-SLP

Mass Communication

Jeremy Beauchamp, M.S.E.
Louis F. Butterfield, Ed.D.
Taylor Carr, M.A.
Kelly Elander, M.A.
Steven Frye, Ed.D.
Dutch Hoggatt, Ph.D.
Mike James, Ph.D., department chairman
Bob Ritchie, M.Ed.
Jack Shock, Ed.D.

Oral Communication

Dottie Frye, M.A.
Patrick Garner, Ph.D.
Sharon Pitt, M.Ed.

Theater

Morris Ray Ellis, Ph.D.
Britton Lynn, M.F.A.
C. Robin Miller, M.F.A.

Student Organizations

Alpha Epsilon Rho, broadcast honor society
American Advertising Federation
Bison, campus newspaper
KHCA, campus radio station
National Broadcasting Society
Petit Jean, campus yearbook
Public Relations Student Society of America
Radio-Television News Directors Association
TV-16, campus television station

Job Market

Communication graduates are teaching in secondary schools, colleges and universities throughout the nation. Recent graduates are working in major radio and television markets, in various state speech and hearing agencies, in public relations and advertising firms and for newspapers in many areas and for businesses and industries around the world.

Degree Program

General Education — 54 hours

Math 200 for math requirement

Interactive Media Major — 58 hours

Specific Courses Include:

ComM 177	Media Software Tools	2	F/S
ComM 195	Introduction to Interactive Media	1	F (Odd)
ComM 225	Web Programming Workshop	1	F (Even)
ComM 254	Cyberspace Communication	3	F/S/Su
ComM 259	Typography and Graphic Arts	3	F/S
ComM 260	Web Design and Development	3	S(Even)
ComM 285	Introduction to E-Learning	1	S(Even)
ComM 310	Writing for the Web	2	S(Odd)
ComM 326	Web Dev. Strategies/Flash	3	F(Even)
ComM 420	Project Dev. in Digital Media	3	S
ComM 446	Internship in Interactive Media	2	F/S/Su
ComM 451	Senior Seminar	1	F
ComM 190	Introduction to Advertising	3	S OR
Mktg 330	Marketing	3	F/S OR
Bus 300	E-Commerce	3	F/S
Bus 350	Business Communications	3	F/S OR
Eng 291	Business/Professional Writing	3	F(Even)
Art 200	Two-Dimensional Design	3	F/S
Art 349	Graphic Design I	3	F
Comp 150	Programming I	3	F/S
Comp 151	Programming II	3	F/S
Comp 250	Internet Development	3	F/S
IT 253 (IM)	Electronic Info. Distribution	3	
IT 280	Business Applications Programming	3	F/S

Menu:

Select 6 hours from specific courses in art, business, communication, computer science, information technology and marketing.

Remaining Required Bible — 8 hours

Electives — 8 hours

Total — 128 hours

Minor in Interactive Media— 18 hours, including Comm 177, 254, and 13 hours from required Interactive Media courses

(Course requirements may change over time. See the catalog for the current requirements.)

Interactive Media

Advertising

Broadcast Journalism

Communication Sciences & Disorders

Communication Management

Electronic Media Production

Oral Communication

Print Journalism

Public Relations

Theatre

Prepare yourself for dynamic digital job markets

Do you enjoy using the computer to create graphics? Record music? Play games? Are you interested in creating Web pages? Do you have a knack for making complex instructions easier to understand? Then you may want to pursue a degree in interactive media.

Interactive Media is one of Harding's newest degree programs. It was designed to meet the needs of an exciting, growing industry that might be described as online, interactive, Web-oriented communication.

The digital technology revolution has transformed the way people teach, communicate, organize, present and use information in our society. Some scholars maintain that the digital communication revolution has been even more important than the printing press!

While more and more business tasks, jobs and careers now require some knowledge of the World Wide Web and computer technologies, a growing number of businesses and industries are becoming almost entirely driven and supported by these new technologies. Many of today's employers are looking for people with the knowledge, skills and abilities to help them effectively communicate and work in the Web environment.

Program Description

The Bachelor of Science degree in Interactive Media is an interdisciplinary degree designed to provide graduates with the necessary skills to meet job-market demands by developing key skills from areas such as graphic design, communication, programming, business and marketing.

Major Objectives

The course work is designed to develop the competencies needed to succeed in Interactive Media with emphasis on the following:

- general skills associated with using modern digital technology
- creating Web sites that are attractive and user-friendly
- knowledge and practice of marketing/advertising principles for the Web
- experience with the most common industry software and media tools
- understanding of computer programming to create interactive Web sites
- real-life project work in class
- credit for IM-related internships
- intergration of spiritual faith into one's career.

Potential Careers

Those possessing the skills developed in this program will be able to seek employment in the following industries:

- Web design
- Web development
- Training companies
- Multimedia producers
- Internet service providers
- Software companies
- Contracting agencies
- e-Commerce companies
- Government agencies
- Government contractors
- Banking and financial institutions
- Insurance agencies
- Pharmaceutical companies
- Research groups
- Large retailers
- Telephone and cable TV services
- Healthcare
- Advertising agencies
- Graphic design firms
- Magazine publishers
- Educational institutions
- Museums and libraries
- Public relations groups
- Music industries
- Video service companies