CAREERS IN MEDIA AND COMMUNICATION
(adapted from the National Communication Association)

**Business**
- Communication Services
- Corporate Relations Officer
- Customer Service Representative
- Media Relations Officer
- Newsletter Editor
- Press Information Officer
- Press Relations Manager
- Public Affairs Officer
- Public Information Officer
- Public Relations Supervisor
- Sales Representative
- Special Projects
- Speech Writer
- Training and Communication

**Communication Education**
- Audiovisual Specialist
- College or University Professor

**Media/Radio/Television/Broadcasting**
- Account Executive
- Announcer
- Assistant Producer
- Broadcasting Station Manager
- Cable Television Project Director
- Camera Person
- Casting Director
- Writer
- Community Relation Director
- Television Director
- Disc Jockey
- Floor Director
- Floor Manager
- News Anchor
- News Director
- News Writer
- On-Air Talent
- Photo-Audio-Visual Services
- Photographer
- Photojournalist
- Playwright
- Producer
- Public Relations Manager
- Radio and Television Announcer
- Radio and Television Publicity Researcher
- Supervisor, Coordinator, Director, or Project Manager:
  - Talent Scout
  - Talk Show Host
  - Technical Director
  - Television Specialist
  - Traffic/Continuity Specialist
  - Writer

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Names and Faces You Should Know

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The Communication Arts and Technology Division seeks to produce a new generation of professional communicators who are locally relevant and globally appropriate. Embracing the facility created by new and emerging information and communication technologies, the B.A. in Communication Arts and Technology redefines communicative practice, removing obsolete barriers between creation and production processes. Whether working independently or as part of a team, our staff and students should be able to use modern information and communication technologies to provide appropriate and effective interventions for communication challenges in a variety of contexts.

The programme recognizes the interplay among images, sound, motion and words in contemporary communication and information sharing and seeks to produce programmes and courses that equip its students to operate effectively as modern communicators.

We recognize our participants, students and staff, as capable individuals having both the experience and potential to contribute positively to the teaching/learning process. Teaching and learning in our programmes and courses must be student centred, guided by staff who display the highest standards of professionalism and competence through research and professional engagements in the communication arts and relevant disciplines.

Our staff, graduates and students should be able to participate professionally and personally in social transformation through a working sense of fairness, integrity and the “common good.” Recognizing communication as “action,” and as action on people in our society, staff and students should treat the act of representing persons and events as a ‘trust’ and seek to exemplify standards of justice and fairness in the act of information sharing and communication.

To realize our vision and exemplify our philosophy, our graduates must demonstrate knowledge of the relationship between communication, culture and society.
This four year degree course of study is offered in collaboration with the Media Technology Institute (the training arm of the Creative Production and Training Institute, CPTC). The B.A. in Communication Arts and Technology offers the most comprehensive communication and media training programme locally. The certification you receive will be a University of Technology, Jamaica Bachelor of Arts degree.

**CPTC/MTI COLLABORATION**

The Media Technology Institute is the successor to the Training Department of the Creative Production and Training Centre (CPTC) which has been providing high quality specialist training services to media workers and members of the general public for close to two (2) decades. The MTI is therefore being built upon CPTC’s reputation as a first class training institution in media and communication.

Staff at MTI will train students in the B.A. Communication Arts and Technology in a wide range of media production skills.

**SEMESTERIZATION AND MODULE SELECTION**

You register for modules each semester using the UTech online registration interface. See pages 6—9 for the modules being delivered each semester.

N.B. Always select your core modules first i.e. the Communication Arts and Technology courses, before selecting your General Education modules. This is to prevent timetable clashes.

**INTERESTED IN PART-TIME?**

You may carry a reduced credit load (6-11 credits) per semester if you are unable to carry a full time load (12—21 credits). You should ensure, however, that you register for your specialization core modules. General Education modules which are done by all UTech students may be completed in the summer session. Specialization modules, however, may only be offered in the semesters indicated on pages 6—7.

**WHAT WILL YOU NEED?**

Your student career in communication arts and technology is “hardware” intensive.

**LAPTOP & CAMERA**

Having your own laptop, or a desktop at home, and a digital camera will help you manage the research, design and production tasks in this course of study. These will be vital tools during your student life in the programme.
For a Communication Arts and Technology Specialization, you should successfully complete the modules on page 6 and selections from the module options on pages 7—9.

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<td>Media Analysis and Criticism</td>
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### COURSE OF STUDY ELECTIVES

4 Course of Study Electives (See Page 8)

### GENERAL EDUCATION

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<td>Environmental Studies</td>
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<td>Academic Writing 2</td>
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<td>University Elective (See the UTech Student Portal for the list of available electives)</td>
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You may choose any four of the following modules in Years 2 and 3. **Make sure to note pre-requisites.** Timetable considerations allow you to do only one course of study elective per semester.

- Introduction to Journalism  COM 3004
- Journalism Processes and Practices  COM 3009
- Investigative Journalism COM 4001 (Prerequisites: Introduction to Journalism; Journalism Processes and Practices)
- Journalism and New Media COM 4002 (Prerequisites: Introduction to Journalism; Journalism Processes and Practices)
- Sport Culture and Communication  COM 4007 (Prerequisites: Introduction to Journalism; Journalism Processes and Practices)
- Sport Reporting and Broadcasting COM 4008 (Prerequisites: Introduction to Journalism; Journalism Processes and Practices)
- Organizational Communication COM 3005
- Public Relations Processes and Practices COM 3006
- Public Relations Strategies  COM 4003 (Prerequisites: Organizational Communication, Public Relations Processes and Practices)
- Principles of Advertising  COM 3007
- Advertising Processes and Practices  COM 3008
- Creative Strategies in Advertising COM 4005 (Prerequisites: Principles of Advertising, Advertising Processes and Practices)
- Popular Culture and the Practice of Publicity COM 4009 (Prerequisites: Introduction to Journalism; Journalism Processes and Practices)
- Media Convergence and Popular Culture COM 4010 (Prerequisites: Introduction to Journalism; Journalism Processes and Practices)
- Contemporary Prose COM 3010
- Contemporary Poetry COM 4011
- Creative Writing COM 3001
- Principles of Publishing COM 4012
SEMESTER 1

Writing Workshop I (3 credits)
This module introduces the genres of writing. You will explore the following: The Writing Process; Purpose driven writing; Reflective Writing; Exposition; Argument; Journalism as Exposition; Characteristics of Technical Writing.

Communication and Media Theories (3 credits)
In this module you cover the theories of human communication and mediated communication. Topics include Human Communication, Language and Culture in Communication, Theories of Mediated Communicated, Methods of inquiry into Communication and Communication in Human Organizations.

Studies in Culture & Society (4 credits)
This module introduces comparative perspectives of culture and society from traditional and emerging perspectives. Topics include the following: The Nature of Culture, Culture and Society, Theories of Society and Culture and Communication and Culture.

Writing Workshop II (3 credits)
In this module, you apply the concepts learnt in Writing Workshop I to produce different types of written messages for different contexts and media. Topics include the following: Writing for Newspapers; Writing for Magazines; Writing for the Web and Writing for Radio.

Introduction to Communication Arts & Technology I (4 Credits) and II (4 Credits)
These modules provide an overview of the communication arts. Students will explore the formal contexts of communication in society and the concepts associated with those contexts. They will investigate the tools and techniques used in these contexts. The practical component of this module will allow students to experiment with tools and basic techniques in different contexts. Topics include the following: The Communication Process; Communication Arts: Context and Concepts; Communication Arts—Tools, Technologies and Techniques; Communicating News; Communication that Sells; Communication and Advocacy.

Information Technology INT 1010 (3 credits)
This module introduces computers, the applications and impact in the wider society. It provides a theoretical framework for practical skills in the use of modern productivity software. It offers students the foundation necessary to write letters in Word; do calculations in Excel; make presentations in PowerPoint. Students will also learn to log on to the Internet and send and receive e-mail.
Environmental Studies (3 credits)
This course seeks to increase the awareness and sensitivity of students to the environment and its problems in order to awaken a sense of individual and collective responsibility for the maintenance of the ecological good health of the region, and the Earth as a whole. Employing a problem solving approach students will use basic knowledge of natural systems to recognize, assess and suggest solutions to environmental problems.

Mathematics (4 credits)
The aim of this module is to provide fundamental quantitative orientation and logical reasoning skills which students of the University of Technology can broadly apply both to undergraduate and postgraduate experiences. Specifically it builds on, and provides applications of, mathematical topics already learnt at the secondary level.

Community Service Project (1 credit)
All undergraduates are required to complete 40 hours of community service and at least five hours face to face contact with your assigned community service lecturer/advisor.

SEMESTERS 3 & 4

Introduction to Research for Communicators (4 credits)
This module introduces you to the process of information gathering for media and communication. It also takes the student through the process of academic research, hypothesis formulation, and proposal preparation. This module lays the foundation for the compulsory Research Project to be completed in the Fourth Year. Topics include the following: Sources; Elements of a good interview; Verify, Verify, Verify and The living library.

Legal and Ethical Issues in Communication (3 credits)
In this module, you cover ethical behaviour and decision making in the media and communication industry. It examines the moral, social, political, economic, and governmental pressures on the media and communication industry and legislation designed to prescribe communicative behaviour. Topics include the following: The nature of “Ethics”; Media and the Law and Privilege and Responsibility in Communication.

Communication Studio 1 (4 credits)
In this module, you apply skills in digital design to implement projects using animation and digital sound. Instruction in voice and speech complement the process. Topics include the following: Digital Graphics and Animation and Sound Recording Techniques.
Introduction to Communication Analysis, Planning and Design (3 credits)
In this module you explore the stages in the planning and design of communication campaigns and projects. Topics include the following: Needs Analysis; Audience Analysis; Steps in Campaign Planning

Communication and Media Industries (3 credits)
This module covers the structure and organization of communication and media industries locally and internationally. Topics include the following: Mainstream versus Community Media; Media as Cultural Industry; New Media Industry; Mergers and Monopolies.

Communication Studio 2 (4 credits)
Students build on skills from Communication Studio I to develop competencies in multimedia. Introduction to skills in videography enhance multimedia competencies. Topics include the following: 3D Animation; Website Interactive Media Production 2.

Academic Writing II (3 credits)
This module places emphasis on critical thinking, reasoning, critical reading, as well as writing logical and coherent arguments. In addition, the module focuses on information gathering and documentation.

Social-Psychology (3 credits)
In this module, you examine social psychological concepts and how these relate to the study of human social behavior. You will compare major theoretical perspectives and use these to critique situations relevant to your discipline.

Entrepreneurial Skills (3 credits)
This course is designed to provide information and training to “budding entrepreneurs.” It covers important aspects of establishing and effectively managing a small business in Jamaica and the Caribbean.

SEMESTERS 5 & 6

Communication Studio 3 ( 4 credits)
This module builds on skills from Writing Workshop I and II to take students into the genre of scriptwriting for radio and television. It continues skill development in videography. Topics include the following: Scriptwriting; Principles of Lighting and Field Production.

Communication Analysis, Planning and Design (3 credits)
In this module, students identify an issue in their community, determine how communication or information transmission would help bring resolution and conceptualise, plan and design information/communication intervention.
**Media Analysis and Criticism** (3 credits)
Students examine a variety of media messages and campaigns. Topics include the following: Approaches to Media Criticism; Taking it apart; Putting it Together; Appropriateness vs. Effectiveness; Media Analysis and Professional Practice.

**Communication Studio 4** (4 credits)
This module covers video post-production and the principles of editing. It is complemented by instructed in public speaking. Topics include the following: Video Post Production, Principles of Non-Linear Editing and The Art of Public Speaking.

**Practicum** (4 credits)
The programme requires that you complete a period of internship in an organization. The practicum is a requirement for all undergraduates.

**SEMESTERS 7 & 8**

**Media Project I** (5 credits) & **II** (4 credits)
In these modules, students apply skills and knowledge gained in the module to the planning, design and implementation of a community based media or communication project. Students will work in tandem with an academic supervisor and a community based agency.

**Communication Studio 5** (4 credits)
This module covers presentation techniques in radio and television and the elements of argumentation and debate. Topics include the following: News Presentation Techniques; Radio Presentation Techniques and Argumentation and Debate.

*Pre-requisite: Communication Studio III & IV*

**Professional Seminars** (2 credits)
This module provides students with the opportunity to interact with industry professionals and researchers in the field. Students will produce short papers or projects on respective seminars.

**Communication Studio 6** (4 credits)
In this module, students focus on portfolio development with the supervision of faculty advisers.

*Pre-requisite: Communication Studio III & IV*

**Introduction to Journalism** (4 credits)
Students will experiment with techniques in news-reporting, photo journalism and feature-writing. Topics covered include: Journalists on Journalism; What is News? Sources, Questioning and Research; Journalism on the Net.

**Journalism Processes and Practices** (4 credits)
This hands-on module, takes students through the rigorous processes of professional practice and accountability in news reporting and writing. Incorporating skills in photography, students are expected to contribute daily to student newspapers and blogs.
Investigative Journalism (4 credits)
Building on the foundations of Introduction to Journalism, this module focuses students on the “follow-up” required for news-reporting. Topics include the following: Getting behind the obvious; Investigative Research; Networking and the investigative journalist. Pre-requisite: Introduction to Journalism

Journalism and New Media (4 credits)
Students work extensively in non-traditional formats including e-zines, blogs, social-networking sites and online audio-casts. The module challenges students to explore non-mainstream “media” at the community level foregrounding traditionally marginalized spaces. Topics include the following: Traditional and Non-traditional alternative media; The Community Media Market; Twitter and Texts: sharing News Phone to Phone; Non-traditional Commentary and the Law; The Discourse of Graffiti.

Sport Culture and Communication (4 credits)
This module explores the “culture” of sport as industry and discourse in a global market. Topics include the following: Speaking the Language of Sport; Sport News as commodity; The Sport Celebrity and Media

Sport Reporting and Broadcasting (4 credits)
Students will explore models of professional sport reporting and broadcasting while developing their own portfolio in real-life contexts. Topics include the following: What is News in Sport? The Sport Broadcast: Challenges and Strategies; Soft and Hard Sport Stories.

Popular Culture and the Practice of Publicity (4 credits)
The module explores the characteristics of “pop” culture and the role played by communication arts professionals in generating “publicity.” Topics include the following: The Currency of Coverage; Culture and Commodity; High Culture vs. Low Culture in Contemporary Caribbean Society; Globalization and Popular Culture; Promotion as Communicative Practice.

Media Convergence and Popular Culture (4 credits)
Students use digital media resources to carry out promotional projects. They prepare a variety of messages for traditional and non-traditional media and carry out small-scale promotional projects. Topics include the following: Breaking down walls: Pop. Culture promotions in the digital age; Spamming vs. Promoting.

Principles of Advertising (4 credits)
This module provides an introduction to the advertising landscape as a global communication and information transmission process. Topics include the following: What is Advertising? Advertising and the Economy, and Advertising and Marketing.

Advertising Processes and Practices (4 credits)
This module explores the procedures and methods in Advertising locally and internationally. Topics include the following: The Advertising Agency; Market
segmentation across cultures; Research and Planning in Advertising.

**Creative Strategies in Advertising** (4 credits)
This module outlines the origins of advertising messages. Working with selected products/services, students will follow the creative development of the message with roles in the agency. Topics include the following: Matching message with objectives, The Creative Team, Tasks and Targets; Creative Strategy and Cultural Boundaries.

**Case Studies in Advertising** (4 credits)
This module takes students through actual cases in advertising practice locally and internationally. Interaction with practitioners, readings, and multimedia resources provide immersion in real-life advertising situations. Topics include the following: Advertising in Jamaica, then, now, and tomorrow; Ads that win; Advertiser and Agency, making it work.

**Organizational Communication** (4 credits)
This module introduces students to the challenges of communication in human organizations. Topics include the following: Overview of Approaches to Organizational Communication; Communication and Conflict; The Ties that Bind—Culture and the organization.

**Public Relations Processes and Practices** (4 credits)
Students in this module will examine and simulate the work of public relations practitioners in different contexts. Emphasis is placed on practical skills in planning and implementation. Topics include the following: Public Relations and Organizational Objectives; The Tools of Public Relations; P.R. Practice and cultural challenges, Media and Community Relations.

**Public Relations Strategies** (4 credits)
This module allows students to use a variety of public relations strategies in contexts provided. Topics include the following: P.R. in a “Webbed” world; Maintaining the “social” in a “technological” world; Class, Conflict, Crisis and Communication.

**Case Studies in Public Relations** (4 credits)
Students will critique and analyze cases drawn from a number of local and international contexts. Topics include the following: Context Driven Solutions; The Lawyer or the Public Relations Practitioner: Strategic Crisis Management; Public Relations and Social Crisis.

**Contemporary Prose** (4 credits)
This module explores the landscape of contemporary prose fiction from a variety of cultural contexts. Topics include the following: The Power of Prose; Cultural Perspectives in Prose; The Changing Face of Prose Fiction.

**Contemporary Poetry** (4 credits)
Students explore the work of contemporary poets from different cultural backgrounds. Topics include the following: Poetry as Commentary; The Colours of Culture in Contemporary Poetry; Free or Structured: Form in Contemporary Poetry.
Creative Writing (4 credits)
This course emphasizes the development of original work in prose and poetry. Topics include the following: Language and Representation, Poetry in Prose, The Writer as Subject.

Principles of Publishing (4 credits)
This course guides students through the different roles and tasks in the publishing process and the demands of the publishing cycle. Topics include the following: Modern Trade Publishing; The Publishing Cycle: Writers’ Rights.
• the historical context of all human communication and interaction.
• the similarities and differences among people groups.
• the social construction of reality and the role of signifying/representational practices in human knowledge.
• the different modes of human experience as citizens of a local, regional, international and global space and their interaction in particular instances e.g. gender, ethnicity, sexuality, nationality, class, “disability.”
• the material context of communicative practices i.e. the processes involved.
• the aesthetics that drive various communicative processes and give form to their products.

Our graduates’ areas of proficiency should reflect the following:
• Skills of intellectual analysis
• Language use
• Research
• Message production using a variety of media
• Creativity and innovativeness
• Social and political intelligence and citizenship

The Programme aims to produce students able to
• work independently.
• demonstrate the required discipline for class and professional contexts.
• gather information ethically and professionally.
• organize and share information effectively.
• organize and execute self-directed projects.
• function appropriately within supervised projects.
• communicate appropriately in interpersonal situations.
• use ICTs effectively from basic word-processing and data analysis to more complex multimedia tasks.
• apply entrepreneurial skills to forge their independent careers.
CAREERS IN MEDIA AND COMMUNICATION
(continued from inside front cover

**Journalism (Print or Electronic)**
- Acquisitions Editor
- Advertising Copywriter
- Assistant Editor
- Associate Editor
- Associate Publisher
- Audiovisual Writer
- Copy Editor
- Copy Writer
- Editor
- Editorial Assistant
- Editorial Director
- Employee Publications Editor
- General News Manager
- Media Interviewer
- News Service Researcher
- News Supervisor
- Newscaster
- Product Promotion Writer
- Production Assistant
- Production Editor
- Publications Advisor
- Publications Editor
- Reporter
- Sales Promotion Writer
- Script Writer
- Sports Information Director
- Sportscaster
- Supervisor of Staff Publications and Services
- Supervisory Editor
- Talk Show Host
- Technical Writer
- Writer-Editor

**Public Relations**
- Account Executive
- Advertising Manager
- Audience Analyst
- Corporate Public Affairs
- Creative Director
Development Officer
Lobbyist
Media Analyst
Media Planner
News Writer
Public Opinion Researcher
Publicity Manager
Sales Manager
Special Events Coordinator
Telemarketing Specialist

**Government/Politics**
Campaign Director
Communication Trainer
Director of Corporate Communication
Elected Official
Information Officer
Legislative Assistant
Legislative Liaison
Lobbyist
Negotiator
Political Aide
Press secretary
Program Coordinator
Public Information Office
Research Specialist
Speech Writer

**High Technology Industries**
Audio & Visual Computer Display Specialist
Producer/Director
HTML Designer and Programmer
Language Specialist
Multimedia Designer/Producer
Technical Copywriter Trainer
Trainer for Communication Tech.

**International Relations**

**and Negotiations:**
Corporate Representative
Diplomat
Foreign Correspondent Officer
Foreign Relations Officer
Host/Hostess for Foreign Dignitaries
International Business
International on-air media talent
Translator

**Social and Human Services**
Community Action Director
Community Affairs Liaison
Consumer Advocate
Consumer Affairs Specialist
Corporate Trainer
Customer Relations Representative
Foreign Relations Officer
Fundraiser
Information Specialist
Lobbyist
Philanthropic Rep.
Professional, Religious, & Charitable Organizations
Public Administrator
Public Affairs Director
Public Relations Specialist

**Researcher**
Assistant Director of Research
Corporate Communications
Research Analyst
Research and Editorial Associate
Social Scientist
For more information contact:
The Department of Liberal Studies
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