

B.S. in Communication

Students build skills in media, writing, and communication strategy within aviation-informed learning environments supported by experienced faculty and strong industry connections.

On the **Daytona Beach Campus**, the B.S. in Communication prepares students to accurately and effectively communicate scientific and technological information to diverse audiences, providing firsthand media and public relations experience through experiential class projects and internships.

In addition, Embry-Riddle's combined program pathway allows students to begin working on a Master of Business Administration (MBA) while completing their B.S. in Communication.

While pursuing the degree, students have the opportunity to choose a track in Broadcast Meteorology, gaining broadcast and video editing skills while studying Applied Climatology, Satellite and Radar Weather Interpretation, Global Climate Change, and more.

Students also have the flexibility to tailor their degree to specific fields and industries by selecting minor areas of study such as Space Studies, Marketing, or Emergency Management, along with culminating internship or capstone experiences.

The **Worldwide Campus'** online B.S. in Communication prepares students for a broad spectrum of careers—from public relations to technical writing to crisis communication—with the flexibility to learn on their own schedule, whenever and wherever it's most convenient. As modern society is increasingly influenced by developments in new media, science, and technology, the demand for skilled communicators continues to grow, with higher than average job growth for communication roles.

Students specialize in one of two areas: Aviation, Science & Technology Communication or Crisis, Risk & Resilience Communication. Students also have the opportunity to minor in another field of study, such as International Relations, Marketing, or Project Management, to tailor their degree to their interests and career goals. The program culminates in either a Senior Project or an Internship, giving students the ability to apply their communication knowledge and skills in a real-world setting.

The Worldwide Communication program has a STEM designation, recognized by the U.S. Department of Homeland Security under CIP code 09.0702: Digital Communication and Media/Multimedia.