

UNDERGRADUATE



## Hood College DEPARTMENT OF ENGLISH AND COMMUNICATION ARTS

[hood.edu/engcomm](http://hood.edu/engcomm)

Language is a powerful tool. Our programs teach you how to communicate in an effective way, setting you up for success in whatever career path you pursue. Gain publication experience through joining the staff of our student-run newspaper, The Blue and Grey. Meet fellow writers and visual artists through our student-run literary magazine, Wisteria. Produce your own radio programs with Blazer Radio. Access the latest photo and video editing software in the Delaplaine Foundation, Inc. Multimedia Center. Create cutting-edge video packages at the Hood College Broadcasting studio. Take to the stage or work behind the scenes with Hood College Theatre. From creative writing and journalism to digital media and marketing, we give you the communications toolkit to enter any industry with confidence.



THINK CRITICALLY.  
COMMUNICATE  
EFFECTIVELY.  
SOLVE PROBLEMS  
CREATIVELY.

“

*Joining Hood's English program is one of the best decisions I've ever made. The professors are great, and the classes they teach are so unique in comparison to other programs. This allowed me to explore areas of interest that I never thought I'd be able—or even permitted—to explore in an academic setting, which broadened my understanding of how and where I can put my English degree to use.*

—KAYLA SWAIN '24  
English Major



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## PROGRAMS

- English (B.A.)
  - Creative Writing Concentration
  - Literature Concentration
  - Theatre and Drama Concentration
  - Secondary Education Licensure
- Communication Arts (B.A.)
  - Digital Media Concentration
- Integrated Marketing Communication (B.A.)
- Creative Writing (MFA)
  - Poetry Concentration
  - Prose Concentration
- Graphic Design Minor
- Journalism Minor
- Literature Minor
- Public Relations Minor
- Studies in Women and Gender Minor
- Theatre and Drama Minor

## ENGLISH (B.A.)

The study of literature fosters curiosity and critical thinking. It requires you to get outside of your intellectual comfort zone, to take risks and to be unafraid of approaching questions in a unique way. Our program will equip you with the skills to think critically and creatively, write and communicate clearly, and distill key concepts from complex ideas.

A degree in English can take you anywhere. Some of our students pursue graduate degrees at major universities; others work in business, publishing, journalism, education, marketing, libraries, nonprofits, government or law. The small, student-focused classes we offer at Hood allow for the kind of faculty mentoring and networking that help our graduates find careers that are not only successful, but also personally rewarding.

## COMMUNICATION ARTS (B.A.)

The communication arts major combines writing, researching, interviewing and editing across media platforms, while the Delaplaine Foundation, Inc. Multimedia Center offers opportunities for state-of-the-art, real-time practice in broadcast, video, podcast, radio, photography and post-production.

Our program provides excellent preparation for careers and further education in media, advertising, fundraising, corporate communications, public relations, film and radio. Communication arts is interdisciplinary by design, and many of our students choose to double major in business administration, English, history, psychology or foreign languages.



As a communication arts major, you will be required to complete an internship, giving you the opportunity to apply what you learn in the classroom to the real world. Our location near Baltimore and Washington, D.C., is ideal for internship placements with top-level companies, including National Geographic, the Office of the Governor of Maryland, Sirius XM Radio, WBAL-TV Baltimore, Frederick Magazine, the United Way, the Downtown Frederick Partnership and the Washington Spirit of the National Women's Soccer League.

## INTEGRATED MARKETING COMMUNICATION (B.A.)

The integrated marketing communication major is offered jointly by the Department of English and Communication Arts and the Delaplaine School of Business. The program includes classes from both departments, providing you a more balanced curriculum to move you forward academically and professionally.

Marketing, public relations, social media and advertising are integrated functions. You will study public relations and marketing management as well as the development of brand identity across a variety of media. Our curriculum covers the theory of organizations; the process of communicating information about a product, service or organization; the role of the marketing and public relations professional within an organization; and the central importance of the consumer in making decisions.

You will also be required to complete an internship that gives you real-world experience in your field. Our students have interned at organizations in Frederick, Baltimore and Washington, D.C.

## CAREERS IN ENGLISH AND COMMUNICATION ARTS

English and communication arts majors have employment rates comparable to business majors. Our program gives you in-demand skills that are transferable to any field.

- Communications Director
- Copyeditor
- English Teacher
- Marketing Associate
- Public Relations Manager
- SEO Specialist
- Social Media Manager
- Technical Writer
- UX Designer



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ADM-26-111

*Our faculty are committed teachers, active in scholarship, service and mentorship—faculty who will work with you and help develop your critical thinking skills.*

### **Visit and Apply**

Hood College  
401 Rosemont Avenue  
Frederick, MD 21701-8575  
301-696-3400  
[admission@hood.edu](mailto:admission@hood.edu)

Your future is **WORTH THE WORK.**



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