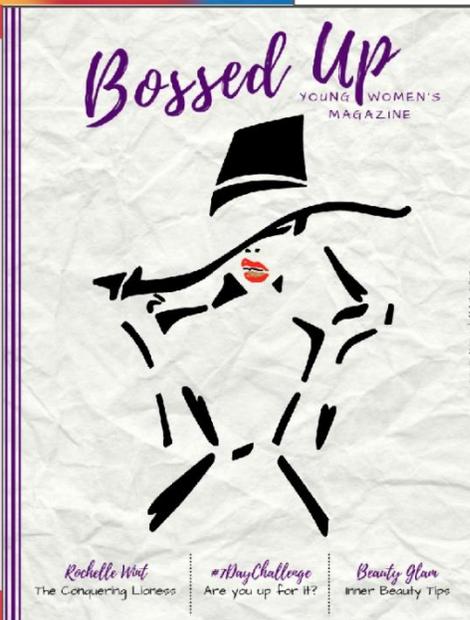
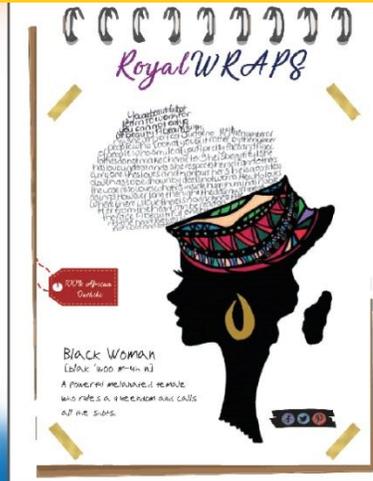
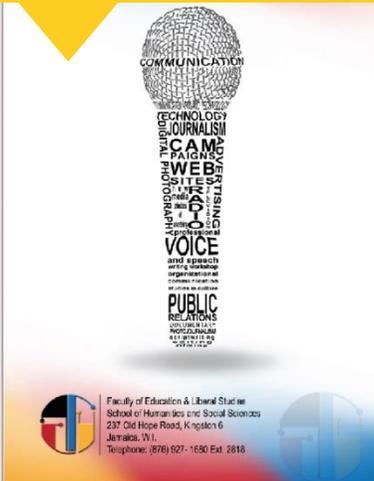
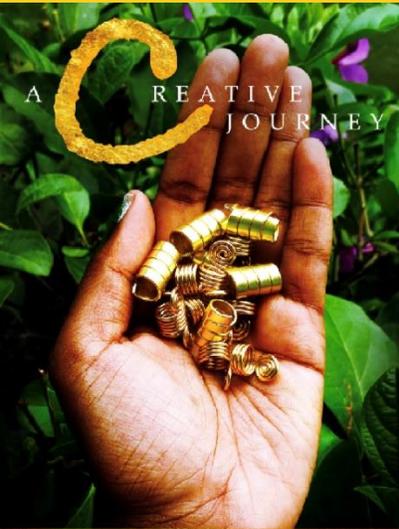




University of Technology, Jamaica

Faculty of Education and Liberal Studies

School of Humanities and Social Sciences



Bachelor of Arts in Communication Arts and Technology

ABOUT THE PROGRAMME

The B.A. in Communication Arts and Technology is designed as a four-year (eight-semester) full-time undergraduate degree with no intermediate awards. Upon completion, the student will receive a Bachelor of Arts degree in Communication Arts and Technology (B.A. CAT). The course of study seeks to produce a new generation of professional communicators who are locally relevant and globally appropriate.

The B.A. CAT offers three (3) areas of concentration Journalism, Public Relations and Advertising along with core modules in communications and multimedia production:

Programme Philosophy

The Bachelor of Arts in Communication Arts and Technology approaches education and training from a position that merges two dominant paradigm: communication as an academic field and communication as creative professional practice. The course of study seeks to produce a new generation of innovative and entrepreneurial professionals for a technologically dynamic global society.

PROGRAMME OBJECTIVES

Course of Study Objectives Upon completion of the course of study graduates should be able to:

- determine communication needs in given contexts.
- evolve research-driven solutions to communication needs.
- produce innovative communication programmes and campaigns that respond to specific needs e.g. public information, advertising, public relations, technical communication.
- produce content that reflects social and cultural awareness and sensitivity.
- demonstrate mastery in the use and application of a variety of communication and media technologies.
- demonstrate readiness to pursue postgraduate studies in the field of media and communication.

PROGRAMME GOALS

The Bachelor of Arts in Communication Arts and Technology course is designed to:

- strengthen the quality of Caribbean creative practice in the communication arts.
- produce graduates who are sensitive and responsive to organization and interpersonal communication needs.
- produce graduates who can plan and implement solutions to communication problems.

SPECIAL FEATURES OF THE COURSE OF STUDY

Practicum

Students are required to pursue and complete 240 practicum hours in a media or communication organization/context under professional supervision. The BACAT Practicum fulfills the University's cooperative education requirement. Arrangements to accommodate students have been made with local media/communication organizations and professionals under the guidance of UTech, Ja. Cooperative Education Unit.

Media Project 1

Students will select a multimedia project of their choice and prepare a detailed proposal of their project idea. During the semester, each student will plan for the execution and completion of the communication/ multimedia media project which will highlight their production skills in the area of their choice.

Media Project 2

Media Project 2 represents the culmination of the student's experience in the Communication Arts and Technology programme. Each student will execute a major or communication/multimedia project. The execution, presentation and evaluation of the communication/ multimedia project will highlight students' production skills garnered during their tenure in the course of study.

ENTRY REQUIREMENTS

The successful candidate should possess the following or equivalent qualifications:

- A minimum of five (5) CSEC General Proficiency levels, 1, 2 OR
- 3 GCE O' Level A, B, or C including English Language, Mathematics OR
- A CPTC/MTI Diploma ¹.

Applicants without CSEC Mathematic may qualify for Special Admission which requires enrolling in Foundation Math at UTECH.

Applicants with a grade 1 in CSEC English Literature may have an advantage. Persons with experience in the field of Communication and Media may apply for Prior Learning Assessment.

¹ For entry to the MTI Diploma, students must have four General Certificate of Education (GCE) Ordinary Level Subjects with Grades A-C; four Caribbean Examinations Council, CSEC, General Proficiency passes at Grades 1 &2 (and at Grade 3 obtained after 1998), including English Language or a minimum score of 900 on the Scholastic Aptitude Test (SAT) for students outside of the Anglophone Caribbean.

CAREER OPPORTUNITIES

Public Relations Manager
Radio and Television Announcer
College or University Professor
Photographer/Videographer
Audio visual Specialist
Advertising Manager
Production Assistant
Press Agent

Campaign Manager
Technical Director
Publication Editor
Account Executive
Creative Director
Publicity Manager
Talk Show Host
Script Writer



THE BACHELOR OF ARTS IN
COMMUNICATION ARTS AND TECHNOLOGY
PROGRAMME



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Brochure date: April 2018