

# Bachelor of Arts in Emerging Media

## Frequently Asked Questions

Prospective students often ask how long the **Bachelor of Arts in Emerging Media** takes to complete, what the program costs and if financial aid is available, and if the degree is awarded through UofSC Aiken.

You can find answers to these questions below.

- Completion time varies based on already accumulated general education credits and courses necessary to complete the major concentration. The degree requires 120 credit hours. It is up to the student and advisor to decide the appropriate number of hours to take each semester.
- Students are eligible to receive applicable federal and state financial aid assistance. Current fees and tuition rates can be viewed at [www.palmettocollege.sc.edu](http://www.palmettocollege.sc.edu).
- The degree is awarded by the University of South Carolina Aiken and meets the same rigorous standards and accreditation as any traditional degree from UofSC.

## Prepare for Your Future

The UofSC Aiken Bachelor of Arts in Emerging Media is designed to help students become ethical and competent communicators who can use their knowledge of communication to enhance their individual and professional development, improve their personal relationships, and effectively serve their communities.

Students gain familiarity with various technologies, as well as learn about traditional and new forms of communication to be a better communicator in relationships, on teams, at work, and through social media.

## Why should I complete a bachelor's degree in emerging media?

Through a bachelor's degree in emerging media, students learn the practical application of the theory and art of communication. Through coursework that focuses on visual, multimedia, written, spoken and interpersonal communication, students are well prepared for the competitive job market. Graduates can enter into fields such as sales, marketing, media, customer relations, public relations, law, and health care.

## Why should I complete a degree online from UofSC Aiken through Palmetto College?

The programs are developed and taught by the same professors who teach statewide in the nationally renowned UofSC system. As a Palmetto College student, you'll have access to the university's academic resources. And best of all, when you're finished with the program, you'll graduate with a degree from a top-notch, nationally recognized university!

## For More Information

**USC Palmetto College  
Enrollment Services**

University of South Carolina,  
Palmetto College  
1600 Hampton Street,  
Columbia, SC 29208

Email: [pcadmissions@sc.edu](mailto:pcadmissions@sc.edu)  
Phone: 888-801-1053



UNIVERSITY OF  
**South Carolina**  
PALMETTO COLLEGE

[palmettocollege.sc.edu](http://palmettocollege.sc.edu)

The history of communication is the history of humankind itself. Throughout human history, people have relied on spoken and written communication to teach, build relationships, conduct business transactions, and much more.



Graduates will be well-versed in emerging media, its role in communication and the human processes by which emerging media are developed, marketed, used and inevitably shaped and reshaped by users.

## Prerequisites and Requirements

**To apply for this online degree program, students must have:**

- 45-60 credit hours from a regionally accredited institution
- Minimum 2.0 cumulative GPA
- Completion of the following courses:
  - Composition
  - Composition and Literature
  - Natural Science with a Lab
  - Two Social or Behavioral Science courses
  - Humanities
  - World Civilization
  - American History or American Government

## Curriculum

Our emerging media program will teach you how fundamental communication theories, principles, and practices apply in interpersonal, group, and organizational contexts; across cultures; and in the mass media.

**The curriculum includes coursework in the following disciplines:**

- Public Communication - **9 credit hours**
- Writing and Visual Communications - **12 credit hours**
- Cultural Impact - **3 credit hours**
- Digital or Media Communication - **15 credit hours**