COMMUNICATION

Close-Knit Community
Our low student-to-faculty ratio encourages close collaboration and mentorship as well as individual creativity and leadership.

Media Mastery
Graduates are strategic communication professionals skilled in the use multiple media platforms to effectively and ethically communicate to diverse publics.

Portfolio Possibilities
From the student newspaper, to the university blog, to the on-campus NPR affiliate WFIT-FM, portfolio-building projects abound with exciting opportunities for hands-on learning.

The communication field offers a wide variety of opportunities for professionals to communicate through a range of channels—from interpersonal to mass media. Students learn to think critically, creatively and independently; to write correctly and clearly; and to work ethically in pursuit of accuracy, fairness and diversity. Graduates can be found in industries from social media to technical editing.

The Florida Tech Experience
Florida Tech has the advantage of offering students a breadth of knowledge and skills essential for today’s communication professionals. The communication industry is changing rapidly with technological advances that are challenging the way we have traditionally communicated. Professional communicators must develop an array of skills that are often segmented in traditional communication programs. Further, the small class sizes give students more individualized attention where they can continuously hone the skills they are developing. Melbourne is situated in an area with a strong media market and is close to the Orlando market. The area also boasts large corporations and government and military organizations that house a variety of communication opportunities for jobs and internships.

DIVERSE OPPORTUNITIES
Strategic communication professionals:
• Create effective communication analyses and campaigns
• Write for a broad range of audiences
• Conduct research and evaluate information
• Apply the principles and laws of freedom of speech and press
• Apply theory to the use and presentation of images and information
The communication program is a close-knit collegial group with a supportive, positive learning environment. It is a dynamic, high-energy, productive and fun!

Student Clubs and Organizations

- **Florida Public Relations Association (FPRA)**
  Florida Tech offers a student chapter of the Florida Public Relations Association (FPRA). FPRA is a statewide organization of public relations and communication professionals. Florida Tech’s student chapter caters to students interested in careers in the communication field by offering professional development activities, community service projects, networking opportunities and more.

- **The Florida Tech Crimson**
  The Florida Tech Crimson is the university’s student-run newspaper. Published weekly, it is distributed to more than 5,000 readers.

- **WCRR Student-Run Radio**
  WCRR is a small radio operation that is managed and staffed by students whose primary goal is to have fun.

- **FITV Video Productions**
  FITV is the campus television station, providing quality programming to the campus community and offering opportunities for students to get involved in video production.

- **The Communicator**
  Students regularly publish work in The Communicator, the humanities and communication department newsletter.

- **Kaleidoscope**
  Kaleidoscope is a campus literary magazine that publishes poetry, short stories and artwork produced by Florida Tech students and faculty.

- **College Players**
  The student-run performing arts organization, College Players, presents two theatrical productions a year.

**What’s Next?**

Graduates of the communication program typically find employment in public relations, marketing, publications research, advertising, copywriting, editing, training and development, public information, customer relations, as writers and editors for technical or scientific publications or organizations, documentation designers, technical publication specialists, or proposal writers.

Graduates may also pursue advanced degrees in programs like journalism and mass communication, business or law, among others.

**Department Contact**

Heidi Hatfield-Edwards  
(321) 674-8082  
edwardsh@fit.edu  
http://cpla.fit.edu/hu-com

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