A degree in Communication Arts & Technology provides the opportunity for you to Create, Produce and Earn

A FEW CAREERS IN MEDIA AND COMMUNICATION

Public Relations Manager

Radio and Television Announcer

College or University Professor

Photographer/Videographer

Audiovisual Specialist

Advertising Manager

Production Assistant

Campaign Manager

Technical Director

Publication Editor

Account Executive

Creative Director

Publicity Manager

Talk Show Host

Script Writer

Press Agent

For more information, contact:
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http://bcat.utech.edu.jm

University of Technology, Jamaica

School of Humanities & Social Sciences

Communication Arts & Technology

Bachelor of Arts in Communication Arts and Technology (BA CAT) - Course Code – UBACOATFXUIA
Academic Year 2020-2024

The B.A. in Communication Arts and Technology is a four year Degree Programme that seeks to produce a new generation of professional communicators who are locally relevant and globally appropriate.

MATRICULATION

Five passes in CSEC including Mathematics and English. Applicants without CSEC Math may qualify for Special Admission which requires enrolling in Foundation Math at UTech Academy. Persons with experience in the field of Communication and Media may apply for Prior Learning Assessment.

EQUIPMENT

Your student career in Communication Arts and Technology
is "hardware" intensive.
Having your own laptop, or a desktop at home, and a digital
camera will help you manage the research, design and production tasks in this course of study. You will also need a SD memory card and a flash drive for data storage.
These will be vital tools during your student life in the programme.

COMPREHENSIVE MEDIA PRODUCTION SKILLS

Website Design and Development
Digital Graphics and Design
Professional Voice and Speech
Radio/Television Production
Corporate Communication
Videography/Photography
Multimedia Journalism
Creative Advertising
Script Writing

Year 4			
CORE MODULES (compulsory)			
Module Name	**Module code**	**Credit**	**Semester**
Communication Studio 5	CAT4002	3	1
Media Project 1 (Research, Planning and Initiation)	CAT4001	3	1
Practicum	CAT4000	3	1
Communication Studio 6	CAT4005	3	2
Media Project 2	CAT4003	3	2
BACAT Course Electives			
PR/ADVT/ Electives			
Integrated Marketing & Communication (Elective)	CAT4007	3	2
TOTAL CREDITS		**26**	
*Dependent on student choice of electives		**26**	

The BaCAT offers 3 areas of concentration:

- Journalism
- Public Relations
- Advertising

During the second and final years, students are encouraged to choose electives from these areas of concentration. Students eligible for graduation should have completed 4 electives in their area of concentration and have between 120-125 credits.

Year 1

CORE MODULES (compulsory)

Module Name	Module Code	Credit	Semester
Communication & Media Theories	CAT1004	3	1
Writing Workshop 1	CAT 1001	3	1
Oral Communication	COM 1002	2	1
Introduction to Communication Arts & Technology 1	CAT 1002	4	1
Media, Culture and Society 1	CAT1006	2	2
Writing Workshop 2	CAT1003	3	2
Introduction to Communication Arts & Technology 2	CAT1005	4	2
Professional Seminars 1	CAT 1008	1	2
GENERAL EDUCATION MODULES			
Information Technology	INT1001	3	1, 2 &3
Environmental Studies	ENS3001	3	1, 2 &3
College Maths 1A	MAT1044	4	1, 2 &3
Community Service Project	CSP1001	1	1, 2 &3
TOTAL CREDITS		**34**	
Dependent on student choice of electives			

FULL TIME STUDENTS

Full time students must register for a minimum of 12 credits each semester. The maximum credit load for a full time student is 21 credits.

INTERESTED IN PART-TIME?

Part time students are required to register for a minimum of 9 credits per semester. You should ensure, however, that you register for your core modules. General Education modules may be completed in the summer session.

All students must have 120-125 credits to graduate

INTERNSHIP

UTech, Ja. is known for providing students with practical, real world "hands on" skills. The BA CAT offers an internship as a fundamental part of this degree programme. In the fourth year, students are placed in media/communication organizations to work with experienced personnel.

Year 3

CORE MODULES (compulsory)

Module Name	Module Code	Credit	Semester
Scriptwriting 1	CAT 3019	3	1
Professional Voice & Speech	CAT3017	3	1
Communication Studio 3	CAT3000	4	1
Communication Studio 4	CAT3009	4	2
Professional Seminars 2	**CAT 3024**	**2**	**2**
Media, Culture and Society 2	**CAT 3023**	**2**	**2**
BA CAT Course Electives			
Public Relation Processes & Practices	CAT2009	4	2
Documentary Photojournalism	CAT3020	4	2
Creative Strategies in Advertising	CAT3003	4	2
Public Relation Strategies	CAT3002	4	2
Journalism & New Media	CAT3010	4	1 & 2
Communication Analysis, Planning and Design	CAT3007	4	2
Cases Studies in Advertising	CAT3012	4	2
GENERAL EDUCATION MODULES			
Research Methods	RES3001	3	1, 2 &3
Entrepreneurship	ENT3001	3	1, 2 &3
UNIVERSITY ELECTIVE			
Student's choice		3	1, 2 &3
TOTAL CREDITS		**34**	
Dependent on student choice of electives			

Year 2

CORE MODULES (compulsory)

Module Name	Module code	Credit	Semester
Fundamentals of Journalism	CAT2012	3	1
Introduction to Research for Communicators	CAT2000	3	1
Communication Studio 1	CAT2002	4	1
Writing Workshop 3	CAT2013	2	1
Legal and Ethical Issues in Media & Communication	CAT2006	3	1
Communication Studio 2	CAT2007	4	2
Writing Workshop 4	CAT2014	2	2
Intro to Comm. Analysis Planning & Design	CAT2006	3	2
BCAT Course Electives			
Contemporary Prose	CAT2011	4	2
Organizational Communication	CAT2003	4	1
Principles of Advertising	CAT2004	4	2
Journalism Processes & Practices	CAT2008	4	2
Advertising Processes & Practices	CAT2010	4	1
GENERAL EDUCATION MODULES			
Academic Writing 2	COM2014	3	1, 2 &3
Social Psychology	SOC3002	3	1, 2 &3
TOTAL CREDITS		**32-34**	
Dependent on student choice of electives			