

SPECIAL FEATURES OF THE BACAT

The BACAT offers you:

- ✓ A flexible study plan
- ✓ A comprehensive mix of theory & practical modules
- ✓ A new & exciting FILM production option
- ✓ Lessons from staff with solid experience in media and communication
- ✓ Internship opportunities
- ✓ Hands-on training and real world project experience from its in-house media agency

Entry Requirements

At least five (5) CSEC subjects, including English Language, at the General Proficiency level, with grades I, II or III

OR

5 GCE O' Level subjects, including English Language, with grades A, B or C

If you do not have any of the above qualifications but have worked in media and communication, you may still qualify to apply under UTech, Jamaica's Prior Learning Assessment policy.

CSEC MATH IS NOT A REQUIREMENT*

APPLY NOW



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www.utech.edu.jm



**University of
Technology, Jamaica**
Faculty of Education and Liberal Studies
School of Humanities and Social Sciences



**BA COMMUNICATION
ARTS & TECHNOLOGY**





About Us

Why Choose Us?

- ✓ The B.A in Communication Arts and Technology (BACAT) is a four-year (eight-semester) full-time degree that seeks to produce a generation of professional communicators and media practitioners for the local and global markets. It offers three (3) areas of concentration: journalism, integrated marketing communication, and film.
- ✓ The BACAT merges two dominant media education paradigms: communication as an academic field and communication as a professional creative practice. In this regard, it focuses on equipping you to become innovative and entrepreneurial professionals for a technologically dynamic global society.

Flexible Study Options

The BACAT affords you the opportunity to study based on your schedule. So whether you will be working or focusing completely on school, we have a study plan to fit your needs. You can register for as few as 9 or as many as 21 credits per semester. And you may choose to complete your general education modules in the summer session.

Note, though, that you must complete 120-125 credits to graduate *Conditions apply

CAREERS IN MEDIA AND COMMUNICATION

- ✓ Public relations manager
- ✓ Advertising/PR account executive
- ✓ Press agent
- ✓ Campaign manager
- ✓ Advertising manager
- ✓ College/University lecturer
- ✓ Radio and TV announcer
- ✓ Talk show host
- ✓ Creative director
- ✓ Media consultant
- ✓ Film production crew
- ✓ Scriptwriter
- ✓ Film/radio/TV producer
- ✓ Photographer/videographer
- ✓ Digital designer/editor
- ✓ Sound designer/engineer
- ✓ Technical director
- ✓ Publication editor
- ✓ Web developer
- ✓ Social media manager

Completing the BACAT will help you:

- ✓ Develop proficiency in the use of a variety of communication tools to produce professional media messages;
- ✓ Build your confidence and drive to acquire new knowledge and skills;
- ✓ Sharpen your professional attitudes, and social, cultural and financial literacy skills to become successful practitioners
- ✓ Master the critical thinking and language skills necessary to produce effective media messages

