



SOUTHERN ADVENTIST UNIVERSITY

Power for Mind & Soul

COMMUNICATION AND MEDIA TRAINING

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TEOLOGICZNO—
HUMANISTYCZNA**

COMM & MEDIA TRAINING OPPORTUNITY

Overview

The School of Journalism and Communication (SJC) at Southern Adventist University educates students in Communication, Journalism, Digital Media, and Strategic Media.

The SJC is partnering with the Polish College of Theology and Humanities (PCTH) to provide an accredited mission-driven communication and media training for students and professionals.

Academic Program

- 2 Modules: Communication Foundation & Digital Media
- Classes: 8 classes total. 24 credit hours total.
- Class length: 8 weeks.
- Program length: 4 semesters.
- Starting Date: January 18, 2027
- Available seats: 20

Program of Study

Module 1: Communication Foundation

- Intro to Social Media and Analytics, 3 credits
- Communication Theory, 3 credits
- Writing for the Media, 3 credits
- Intercultural Communication, 3 credits

Module 2: Digital Communication and Media

- Introduction to Digital Storytelling, 3 credits
- Studio Production, 3 credits
- Advanced Field Production, 3 credits
- Media Management and Ministry, 3 credits

Program of Study

Module 1: Communication Foundation

- Intro to Social Media and Analytics

Guiding practices for social media platforms, with emphasis on content creation and strategies.

- Communication Theory

Foundational study of human communication, surveying theories and rhetoric.

- Writing for the Media

Development of writing skills for different types of media, public relations, and online content.

- Intercultural Communication

Deep analysis of communication and culture as they relate to perception, values, language, ethics, and relationships.

Program of Study

Module 2: Digital Communication and Media

- Introduction to Digital Storytelling

Fundamentals of shooting and editing video, as well as recording audio.

- Studio Production

Multi-camera production class in studio and on location.

- Advanced Field Production

A professional video class where students produced testimonials, corporate, and commercial videos.

- Media Management and Ministry

An analysis of opportunities and challenges in media ministry with emphasis on the SDA context.

PROGRAM OUTCOMES

By the conclusion of this program, the students will:

- Understand the foundational principles of communication theory, writing, video production, and social media strategies.
- Assess the influence of intercultural communication and implications of using communication to share the gospel within the SDA culture and context.
- Create audio/visual content individually and in teams in diverse formats and for different purposes.
- Have a professional media portfolio.
- Receive 2 accredited certificates from Southern Adventist University.

SCHEDULE

Winter/Spring 2027:

- In-person orientation with SJC and PCTH team at PCTH
- Class #1 January-March
- Class #2 March-May

Fall 2027:

- Class #3 August-October
- Class #4 October-December
- Conclusion of Communication Certificate

Winter/Spring 2028:

- Class #5 January-March
- Class #6 March-May
- In-person production experience at PCTH

Fall 2028:

- Class #7 August-October
- Class #8 October-December
- Conclusion of Media Certificate and Graduation.

COSTS & APPLICATION

This program is offered at a **special discounted cost ONLY** for Christian mission-driven students and professionals.

Contact **Łukasz Romanowski** for more information.

You can begin your application process by scanning this QR code

A Special Mission Rate

PART 6 · INVESTMENT

This program is offered at a special discounted cost, available only to Christian mission-driven students and professionals, for a limited cohort of 20 seats.

COST PER STUDENT / YEAR

\$2,250

For the full two-year, 4-semester, 24-credit-hour program

TOTAL COST PER STUDENT

\$4,500

Spread evenly across the two years of study

Based on a cohort of 20 students.

SEEK THE SUPPORT OF YOUR UNION, CONFERENCE, DIVISION !

Contact

Dr. Łukasz Romanowski

PCTH VP for Academic Quality

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