

BS/MS (COMMUNICATION)



BS/MS in Communication at Drexel

The accelerated program in communication enables academically qualified students the opportunity to earn undergraduate and graduate degrees concurrently in less time than it would take to complete the degrees separately. The student may combine concentrations from each level.

At the undergraduate level, the program offers concentrations in:

- Corporate and Public Relations
- Global Journalism
- Technical and Science Communication

At the graduate level, the program offers concentrations in:

- Corporate and Public Relations
- Technical Communication
- Science Communication

Drexel Co-op for Communication

A key part of the program is Drexel's prestigious co-operative education program, in which students alternate periods of classroom study with periods of professional work experience. Communication students can choose from the following:

- Three Co-op Option: includes three six-month periods of full-time employment
- One Co-op Option: includes one six-month period of full-time employment

A Few Drexel Co-op Position Titles

- Event Management and Public Relations
- Marketing and Promotions Assistant
- Newsroom Intern
- Public Relations Coordinator
- Staff Writer

Potential Careers

Public Relations and Marketing Director. Oversees the communication activities of a company or organization, especially in relation to garnering favorable news stories and in advancing the company's sales.

Corporate Communications Specialist. Develops internal and external communication for corporate sales newsletters, CEO reports, annual reports, shareholder responses, and more.

Medical Writer. Specializes in writing about health- and science-related subjects for medical audiences or lay readers. Works closely with medical and health professionals.

Courses You'll Really Enjoy

Advanced Public Relations. Focuses on advanced aspects of public relations: how to analyze, plan, and conduct public relations campaigns systematically and scientifically. Pays considerable attention to the analysis of real-life public relations cases. At the end of the course, students create full-scale PR plans, including budget and media material.

The Cultural Significance of Fame. Students explore why fame is so important to society. Why do so many people want it so badly? Why do people envy those who have it? What does the pursuit of fame say about society? Students will explore their own perceptions of fame, dissect their fame-related experiences, and analyze how mass media keep people thinking and talking about fame.

Media Effects. Everyone has been involved in the conversation about media effects. Some believe that the mass media rule our lives. Others think the media are irrelevant. These arguments can be extreme and at times, oversimplified. Students will address the questions of: What are the facts? And why do we talk about media effects so much?

Mass Communication and American Social Thought. Mass communication has been at the center of most of the hopes and anxieties of the 20th century. Students will explore the pressing communication questions of the last century, such as: Did mass communication promote democracy or totalitarianism? Did it make the masses smarter or dumber? Was reality enhanced or distorted? Students will examine the history of mass communication and discuss what it should be in the 21st century.

Learn More: University Catalog

You can find more information about the BS/MS in Communication online at www.drexel.edu/catalog.

For More Information

Undergraduate Admissions
Drexel University
3141 Chestnut Street
Philadelphia, PA 19104-2876
1-800-2-DREXEL
215-895-2400
enroll@drexel.edu
www.drexel.edu/em/ug

Apply online at www.drexel.edu/apply