

COMMUNICATION



Communication at Drexel

Solid communication skills and expert knowledge of communication channels are the key to making sense of today's multimedia world. Few degrees are more useful and appropriate for a successful career in the information society than a degree in communication.

Concentrations

- Corporate and public relations
- Global journalism
- Technical and 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 (Five Years): includes three six-month periods of full-time employment
- One Co-op Option (Four Years): includes one six-month period of full-time employment

A Few Drexel Co-op Position Titles

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

Employers

Here are some of the companies that have hired Drexel students as co-op or full-time employees:

- Comcast Corporation
- Philadelphia Chamber of Commerce
- Philadelphia Eagles
- QVC, Inc.
- Ronald McDonald House
- Unisys

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 perception of fame, dissect their fame-related experiences, and analyze how mass media keeps people thinking and talking about fame.

Techniques of Speaking. A workshop course in improving public speaking skills. Provides experience in speeches of explanation, persuasion, and argument.

Sports Journalism. Students will explore the history of sports journalism, review and critique examples of historically significant sports writing, and write game stories and columns based on actual coverage of local and campus sporting events.

Learn More: University Catalog

A list of required courses for the Communication major is available online at www.drexel.edu/catalog.

Accelerated Degree Options

Accelerated degree programs, such as the BS/MD, BS/PhD in Engineering, BS/JD, and BS/MBA, enable academically qualified students to earn both a bachelor's and an advanced degree, graduating sooner than they would in traditional programs. Eligible students can be admitted to an accelerated degree program in one of two ways: apply as an incoming freshman through Undergraduate Admissions or apply to the Office of Graduate Studies after completing a minimum of 90 credits. To learn more about accelerated degree options, visit www.drexel.edu/em/ug/accelerated.

For More Information

Undergraduate Admissions
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