



COMMUNICATION

Good communication skills and expert knowledge of communication channels are the keys 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. Drexel's distinctive degree in communication provides specialization in three cutting-edge fields:

Corporate and Public Relations Concentration

The concentration in Corporate and Public Relations covers a broad range of activities that help an organization and its publics communicate with one another. The field includes public relations, media relations, financial writing, publication design, employee and customer communication, desktop publishing, and government relations.

Technical and Science Concentration

In the Technical and Science Communication concentration, students learn to communicate scientific and technical information to various audiences. The program combines courses that develop communication skills with courses that enhance understanding of science and technology.

Global Journalism Concentration

The concentration in Global Journalism combines traditional journalism courses with study in areas that expand students' understanding of the world, the impact of the media, and the role of technology in the global world. The concentration hones students' ability to write and edit, while exploring new and evolving aspects of the field.

Students wanting specific information about the major are encouraged to stop by the Department of Culture & Communication located at 3234 Powelton Avenue, call the department at 215.895.2455, or visit their website at drexel.edu/culturecomm.

Employers who have hired Drexel students include:

Academy of the Natural Sciences
 Breslow Partners
 Cashman and Associates
 Center City Film and Video
 Children's Hospital of Philadelphia
 Comcast Corporation
 Estee Lauder/Northtec
 Metrokids
 Project Management Institute
 Society of Hospital Medicine

JOB TITLES

Public Relations Coordinator
 Copy Editor/Staff Writer
 Event Management and PR Co-op
 Technical Communications
 Public Relations Coordinator
 Copy Editor/Staff Writer

Development Assistant
 Media Relations
 Production Assistant
 Marketing and Promotions Assistant
 Development Assistant
 Media Relations

Please refer to drexel.edu/scdc for our most recent co-op salary information.

PROFESSIONAL ASSOCIATIONS & INTERNET RESOURCES

American Association of Advertising Agencies
aaaa.org

American Medical Writers Association
amwa.org

National Association of Broadcasters
nab.org

International Association of Business Communicators
iabc.com

Association for Women in Communications
womcom.org

National Newspaper Publishers Association
nnpa.org

Philadelphia Metro Chapter Society for Technical Communication
stcpmc.org

Public Relations Society of America
prsa.org

CAREER RESOURCES

Resume, Interviewing and Job Search Best Practices
drexel.edu/scdc/professional-pointers

Workshop Calendar
drexel.edu/scdc/calendars-events/workshops

DREXEL DEPARTMENTS

Department of Culture & Communication
3234 Powelton Avenue
215.895.2455
drexel.edu/culturecomm

**Career Services Library
Careers Collection**
Hagerty Library
33rd and Market Streets, Room 136
www.library.drexel.edu/guides/careers