DREXEL UNIVERSITY COLLEGE OF ARTS AND SCIENCES

Strategic and Digital Communication (MS)

PROGRAM OVERVIEW

The Drexel University Master of Science in Strategic and Digital Communication (MS-SDC) program provides a robust foundation for careers in the rapidly evolving field of communication. The program consists of a number of required core classes founded in theory, research, ethics and policy, in addition to a capstone course in which students develop a professional electronic portfolio that demonstrates their skills and competencies in the field. Electives also allow students to add on a graduate minor or complete a certificate program. Students are encouraged to prepare a plan of study tailored to their individual interests and career objectives.

COURSE OFFERINGS

Key courses in the program include **THEORIES OF COMMUNICATION AND PERSUASION; MEDIA AND COMMUNICATION POLICY; ETHICS FOR PROFESSIONAL COMMUNICATION; ORGANIZATIONAL COMMUNICATION; AND MANAGING PROFESSIONAL IDENTITY.**

SPECIALIZATION AREAS

Students in the MS-SDC program gain a solid foundation in theoretical approaches to communication, ethics and media/communication policy. With an emphasis on flexibility, students can use course electives to tailor the program to meet their professional goals.

STRATEGIC COMMUNICATION

Strategic communication has much to offer for those looking to work in public relations as well as with for-profit and nonprofit organizations. Students choose from courses such as PR Writing and Planning, Crisis Communication, Media Relations, Nonprofit Communication and others.

DIGITAL COMMUNICATION

With communication increasingly becoming digitized, the program offers courses such as Strategic Social Media Communication, Digital Publishing, Creative Content Production, Social Media Concepts That Matter and others.

PROFESSIONAL DEVELOPMENT

To ensure career success after graduation, students are expected to complete the equivalent of a six-month non-credit bearing internship. To complete the internship component, students can either enroll in Drexel's graduate co-op option (for full-time on-campus students only), or they can work in one or several full-time or part-time communication positions of their choosing.

Students entering the program already possessing significant communication-related experience and thereby meeting the internship requirement can apply for an internship waiver. The program director works with each student on an individual basis to see what option best meets their needs.

CAREERS

Our graduates have gone on to careers in a variety of industries. Potential careers include those in:

- **CORPORATE COMMUNICATION**
- **CRISIS COMMUNICATION**
- **MEDIA RELATIONS**
- **PUBLIC RELATIONS**
- **SOCIAL MEDIA**

FACULTY MENTORSHIP

Faculty members in the MS-SDC program are engaged in a wide range of research and practice areas, including:

- **COMMUNICATION POLICY**
- **ETHICS IN COMMUNICATION**
- **MEDIA AND COMMUNICATION THEORY**
- **DIGITAL MEDIA ENVIRONMENTS**
- **STRATEGIC SOCIAL MEDIA COMMUNICATION**

APPLICATION DEADLINES

We accept new students several times each academic year. While we review applications on a rolling basis, we recommend students submit applications by the following dates:

- **FALL:** May 1 (International), August 1 (Priority Domestic), September 1 (Domestic)
- **WINTER:** November 15 (Domestic)
- **SPRING:** February 15 (Domestic)
- **SUMMER:** May 1 (Domestic)

FLEXIBLE SCHEDULING

The program is offered fully online or on-campus in the evenings, with both full- and part-time plans of study available.

FINANCIAL AID

The MS-SDC program is currently offered at a discounted tuition rate and, as a result, does not offer additional merit aid. Financial aid information is available on the Drexel Central website.

CONTACT
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