

Communication (BA)



PROGRAM OVERVIEW

The importance of being an effective communicator in a diverse marketplace to a variety of audiences is essential now more than ever. Students in Drexel's Communication program take relevant courses that teach them how to become successful public relations, marketing, social media management, journalism and media professionals, among countless other career opportunities.

Our curriculum is taught by faculty with both academic and industry expertise and combines theoretical knowledge with hands-on experience, allowing communication students to begin their careers with in-demand skills supported by proven methods and theory. Drexel students are therefore given the knowledge and experiences to succeed in their chosen discipline.

INNOVATIVE CURRICULUM

In addition to introductory communication, journalism and public relations courses, students can also take courses such as:

- Celebrity & Authenticity
- Multiplatform Journalism
- Strategic Social Media Communication
- Reputation Management in PR
- Diversity in Media
- Public Relations Campaign Planning
- Fans, Fandoms and Audiences
- Consumer Culture, Media and Identity

ACCELERATED BA/MS IN STRATEGIC & DIGITAL COMMUNICATION

Where academically qualified students earn both a bachelor's and master's degree — allowing students to graduate sooner than they would in traditional programs.



CONCENTRATIONS

PUBLIC RELATIONS

This concentration prepares students for careers focused on effective communication management on behalf of an organization, person or brand. With a comprehensive curriculum blending theoretical and practical knowledge, the program provides a strong foundation to understand the PR industry, its key players and functionality. Students will learn practical skills in areas such as PR writing, PR planning, reputation management and social media communication, and build an acute understanding of the importance of ethical, transparent PR practices as a form of public communication. This concentration prepares our students to enter the job market ready to excel as successful PR practitioners.

JOURNALISM

This course of study provides students with the skills and theoretical perspectives needed to succeed as a journalist in today's rapidly changing and increasingly digital media world. The concentration exposes students to the fast-paced cadence of the journalistic field while honing their ability to write, edit and produce content. The curriculum covers areas including multiplatform journalism, sourcing, sports, entertainment and legal journalism and professional ethics.

COMMUNICATION AND MEDIA STUDIES

This flexible option allows students to design an academically rigorous, inclusive program of study around expanding media's potential to positively transform the self and society. Students are encouraged to explore widely and do the unconventional, becoming inclusive researchers, and intellectual leaders and practitioners in all fields of Communication. Programs of study include a range of electives that encourage students to develop their expertise in analysis of media and its impact on society. Courses in the curriculum cover areas including critical studies, media and identity and popular culture.

BEYOND THE CLASSROOM

INDEPENDENT STUDY

With instructor approval, communication majors can earn credits through independent study to tailor a course that fits their specific interest. Students can also earn internship credit through their role as a communication specialist in various nonprofit and for-profit organizations in addition to their co-op experience.

STUDENT CLUBS AND ORGANIZATIONS

The Communication department is home to one of the most active and diverse student-run professional organizations on campus, the Public Relations Student Society of America (PRSSA). The Triangle, Drexel's student-run newspaper, Drexel Media Club and WKDU Radio are other active organizations with close ties to the department.

Communication students engage in various publicity, planning and promotional projects.

DREXEL CO-OP

Co-operative education prepares communication students to pursue advanced education and careers across wide-ranging areas. Previous co-op placements include:

**COMCAST • THE PHILADELPHIA FLYERS, EAGLES AND 76ERS • EXELON CORPORATION
FACEBOOK • MARVEL COMICS
GLAXOSMITHKLINE • TV STATIONS • WEBSITES
NEWSPAPERS AND MAGAZINES.**

LEARN MORE ABOUT
THE PROGRAM



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