



DREXEL UNIVERSITY UNDERGRADUATE PROGRAMS

COMMUNICATION

DREXEL UNIVERSITY COLLEGE OF ARTS AND SCIENCES DEPARTMENT OF COMMUNICATION

The importance of being an effective communicator, in a diverse marketplace to a variety of audiences, is essential now more than ever. Students in the Communication program at Drexel take relevant courses that teach them how to become successful public relations, marketing, social media management, and journalism professionals, among countless other career opportunities. Our curriculum features broad theoretical knowledge with hands-on experience allowing communication students to enter the industry with in-demand skills. The field of communication is constantly evolving, and Drexel students are equipped with the knowledge and experiences to succeed in an ever-changing world.

DEGREES OFFERED

Communication (BA, BS) with concentrations in:

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

Accelerated BA/BS/MS in Strategic & Digital Communication

FOR MORE INFORMATION

Admissions

drexel.edu/undergrad

College of Arts and Sciences

drexel.edu/coas

Department of Communication

drexel.edu/communication

UNDERGRADUATE STUDIES

Drexel's Bachelor of Arts or Science in Communication offers four distinct concentrations to prepare students for a variety of careers: Communication, Public Relations, Journalism, and Technical and Science Communication.

Public Relations (BA, BS)

The Public Relations concentration covers a broad range of activities that help an organization and its publics communicate effectively to generate third-party influence. The curriculum includes PR Writing; Social Media; Crisis Management; Event Planning; Media Relations; and Corporate, Employee and Customer Communications. Students who study public relations at Drexel are prepared to succeed in a world where hard-earned credibility is paramount.

Journalism (BA)

The Journalism concentration provides students with the skills and theoretical perspective needed to succeed as a journalist in today's swiftly changing media environment. An extension of the program's core curriculum, the concentration hones students' ability to write, edit and produce professional content, while at the same time exposing them to new and evolving aspects of the field. Among the courses in the curriculum are Investigative Journalism; Sports Journalism; Journalists, the Courts and the Law; Media Ethics; Digital Publishing and Social Media.

Technical and Science Communication (BS)

The Technical and Science Communication concentration prepares students for careers in a wide range of areas, including technical writing, proposal and grant writing, and research or writing in the fields of health, pharmaceuticals, medicine or science. Among the courses in the curriculum are Technical Writing, Science Writing, Designing and Publishing Promotional Material, Document Design and Evaluation, Software Documentation and Information Systems.

Communication (BA)

The Communication concentration allows students flexibility within the communication major. This is particularly attractive for students who have an interest in communication but are not sure what area they want to pursue. Students will take all of the basic courses within the curriculum, while also having the opportunity to explore the range of offerings within our major and develop their own interests within the communication field.

ACCELERATED DEGREE

Students may apply for admission into the Accelerated BA/BS/MS in Strategic & Digital Communication after completing 90 credits, but no more than 120 credits, towards their undergraduate degree. The Accelerated Degree program enables academically qualified students to earn both a bachelor's and master's degree — allowing students to graduate sooner than they would in traditional programs. Eligible students typically save a year of time in an accelerated program.

COOL COURSES

In addition to introductory communication courses, students can also take courses such as:

- Mass Media & Society
- Reputation Management
- PR Campaigns
- Event Planning
- Free Speech & Censorship
- Cultural Significance of Fame
- Social Media & Communication
- Visual Communication
- Cross-Cultural Issues in Media
- What's So Funny About Peace?

INDEPENDENT STUDY

With instructor approval, communication majors can also earn credits through independent study by participating in organizations or activities related to the field, including:

- *The Triangle*, Drexel's student-run newspaper
- Public Relations Student Society of America (PRSSA)
- Drexel Edits, a pro-bono editing service for local nonprofit organizations
- Departmental publicity, planning and promotion

DREXEL CO-OP & CAREERS

Through Drexel's cooperative education program, students embark on up to three, six-month periods of employment, exploring their career options, strengthening their résumés and building a professional network in the process. Students in all concentrations may participate in co-ops with industry leaders in a variety of fields. Past communication majors have completed co-ops with companies like Comcast; the Philadelphia Flyers, Eagles and 76ers; Exelon Corporation; Facebook; Marvel Comics; GlaxoSmithKline; a number of TV stations, websites, newspapers and magazines; as well as many other businesses and organizations. While most placements are within the U.S., students have completed co-ops in such places as Austria, Hong Kong and China. Students can choose from three plans of study:

- Five Years, Three Co-ops
- Four Years, One Co-op
- Four Years, No Co-op

CONTACT US

College of Arts and Sciences

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Undergraduate Admissions

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