MAJORS
• Communication (BS) offering concentrations in: Converged Journalism, Digital Media Production, Integrated Marketing Communication, and Public Relations
• Communication Studies (BA)

MINORS
• Communication
• Communication - Graphic Design (for Art Majors)
• Environmental Communication

WHAT CAN I DO WITH A COMMUNICATION DEGREE?
The Communication Department offers degree programs designed to transform students into experts in the fields of new media production and design, public relations and integrated marketing strategy, video and television production, social media, research and analysis, and written and oral communication. Students will be prepared for careers in journalism and broadcasting, public relations and organizational communication, web and digital design, and more. Our graduates work for sports teams, Fortune 100 companies, advertising and PR agencies, production companies, media organizations, businesses and nonprofit agencies of all sizes.

COMMUNICATION AT SRU
SRU’s Communication Department prepares students for professional careers and graduate studies with hands-on coursework, accomplished faculty and exceptional co-curricular opportunities. The department offers up-to-date instructional computer labs, converged media production spaces and a continually evolving curriculum to meet today’s workplace demands. Graduates will join a remarkable community of alumni who have achieved professional success from coast to coast.

WHY CHOOSE COMMUNICATION AT SRU?
1. Applied curriculum: Hands-on coursework means students are not only learning to understand their field, they are developing the skills needed for success in the workplace.
2. Experienced and engaged faculty: Students will be taught and advised by full-time faculty members who have professional experience in their fields and know their students’ names. They prioritize a student’s personal growth and professional development in a caring, supportive environment.
3. Exceptional student organizations: Our students pride themselves on the pre-professional experience they gain by being a part of our award-winning student organizations, including The Rocket, our independent student newspaper; WSRU-TV; PRSSA Rock PRoductions; College Dress Relief, a student activist group; Lambda Pi Eta, an honor society; and the SRU Film Society.
4. Professional preparation: Our department offers a robust internship program so students can practice and demonstrate professional readiness. Students also take part in a senior capstone seminar that guides them in developing a digital portfolio, exploring job opportunities and graduate school, and learning professional skills for the workplace.
5. Networking and alumni: Graduates will join an exceptional group of alumni who work in communication careers from coast to coast, and along with other industry leaders, support the department as members of our professional Advisory Board.
INTERNSHIP OPPORTUNITIES

All students earning a Bachelor of Science in Communication are required to complete an internship and can complete up to four for academic credit. Past internship sites include:

- ABC Television, New York, New York
- Pittsburgh Penguins, Steelers, Pirates and Passion
- National Aquarium, Baltimore, Maryland
- The Smithsonian Air and Space Museum, Washington, D.C.
- UPMC
- General Motors Corporation
- Pittsburgh International Airport
- American Cancer Society
- American Eagle Outfitters

CAREER OUTCOMES

While some communication majors go on to graduate study after completing their bachelor’s degree, most begin communication careers, including:

- Producer and on-air personality, WTAJ-TV
- Marketing associate, American Eagle Outfitters
- Account executive, Fathom Marketing
- Social media coordinator, MDG Advertising
- Designer, Bravo Group
- Fundraising coordinator, READ Foundation
- Sports reporter, Indiana Gazette
- Videographer/editor, 21 WFMJ-TV
- Constituent outreach specialist, Pennsylvania House of Representatives

CLUBS AND ORGANIZATIONS

- The Rocket - SRU’s award-winning independent student newspaper (print and online).
- WSRU-TV - SRU’s award-winning student television station.
- PRSSA Rock Productions - SRU’s award-winning student-run integrated marketing firm.
- Lambda Pi Eta - SRU’s award-winning student honor society, named the 2018 National Chapter of the Year.
- College Dress Relief - Promotes fashion, sustainability, diversity and professional development.
- SRU Film Society

ALUMNI SPOTLIGHT

Kevin Accettulla, ‘18
Producer, WTAJ-TV, Altoona, Pennsylvania

“The professors were the best part of earning my communication degree. Their connections helped me get my internship, and my internship is the reason I got my job.”

Courtney Moats, ‘13
Communications manager, General Motors Corporation, Detroit

“The faculty went above and beyond to help me accomplish things I never thought possible. I was provided the opportunity to develop my leadership and tactical communication skills through our PRSSA organization, Rock PROductions. Being part of the SRU Communication Department changed my life.”

Johnny Austin, ‘10
Senior documentation and marketing specialist, SoftWriters, Inc., Pittsburgh, Pennsylvania

“Studying at a technologically up-to-date school played a huge factor in my success. The ability to graduate and jump right into the field with current working knowledge allowed for me to be a relevant employee from the start.”