About the Program

The Department of Communication provides the experience and opportunity our students need to develop professional skills and attitudes, intellectual ability, and self-confidence. We seek to promote their development in an open, caring, and friendly environment. Our effectiveness in fulfilling this mission is best measured by the collective excellence of our graduates and the successes they demonstrate professionally and in serving their communities.

Career Opportunities

Our “hands-on” project-based curriculum help majors develop effective speaking and writing skills, new media production and design skills, the ability to engage in research and analysis, an understanding of the ethical and legal challenges in the communication field, professional skills and attitudes, and career skills. Through our degree programs, Communication graduates can prepare for careers by in the following areas.

- Journalism
- Broadcasting
- Integrated Marketing Communication
- Public Relations
- Web Design
- Video Production
- Interactive Multimedia
- Digital Design

Once you graduate from Slippery Rock University as a Communication Major, you will join an impressive group of department alumni who have achieved professional excellence. You will be well-prepared to pursue a career as a professional communicator in your chosen field.

Student Involvement

In addition to coursework, you can further your personal and professional growth by becoming active in a range of co-curricular activities. The Communication Department encourages all majors to participate in these organizations to develop skills, gain insight, and engage in hands-on learning that you just can’t get in the classroom. Becoming involved in the following student-run groups brings you together with other students who share your interests and career aspirations.

Majors / Concentrations

- Communication (BA)
- Communication (BS)
- Digital Media Production
- Journalism
- Public Relations
- Integrated Marketing Communication

Minors

- Communication
- Communication - Graphic Design (for Art majors only)
- Journalism
- Broadcasting
- Integrated Marketing Communication
- Public Relations
- Web Design
- Video Production
- Interactive Multimedia
- Digital Design
Student Organizations

LAMBDA PI ETA is the official honorary for the Communication Department that seeks to encourage student involvement. Lambda runs a host of programs throughout the year, from Registration Help to Relay for Life. Lambda also serves as the student advisory board for the department.

ROCK PRODUCTIONS is the student-run public relations firm on campus. Rock Productions offers public relations services to campus and non-campus organizations and local businesses. As a member of Rock Productions you will gain public-relations based work experience while interacting with clients who need assistance with services in design, event planning, promotions and much more. In addition, you will be recognized as a member of the Public Relations Student Society of America (PRSSA), the national pre-professional public relations organization that gives students real hands-on public relations experience.

THE ROCKET, SRU's award-winning student run weekly newspaper provides students interested in journalism, graphic design, writing, advertising, website development, and the opportunity for practical hands-on experience. The Rocket is considered one of the best online college newspapers in the country.

WSRU-TV is the student-run television broadcast and video production company that gives students the opportunity to gain experience in video production, broadcast journalism and broadcast media in general. An all new digital TV studio will open in the fall of 2010.

WSRU 88.1 FM is the student-run radio station, independent of the Communication Department that provides students with the opportunity to learn about audio production, broadcast radio, public relations, writing, and much more.

“Being part of the SRU Communication department changed my life. The faculty went above and beyond to help me to accomplish things I never thought possible. In addition, I was provided with the opportunity to develop my leadership abilities and tactical communication skills through our PRSSA organization, Rock Productions. In four years I completed five internships. The result is my current role at General Motors. I am now the coordinator for Global Product Development Communications, supporting all GM brands with vehicle launches in North America.”

- Courtney Moats, Class of 2013

Global Product Development Communications, General Motors Corporation