About the Program
SRU’s Communication Department is a leader in providing integrated, applied, state-of-the-art programs that prepare students for careers in a variety of business, nonprofit, government, and media organizations. Our “hands-on,” project-based curriculum helps majors develop effective communication skills for a variety of platforms including social media, television, web, newspapers and magazines, print publications presentations and events, and more. Our majors also develop an understanding of the ethical and legal challenges in the communication field, the ability to engage in research and analysis, professional skills and attitudes and career skills.

Career Opportunities
Once you graduate from SRU’s Communication Department, you will join an impressive group of department alumni who are well-prepared to pursue careers as professional communicators and are active participants in the community and the world. Communication Department graduates are employed literally from coast to coast in careers such as:

- Print and Broadcast Journalism
- Integrated Marketing Communication
- Public Relations
- Web Design
- Video Production
- Digital and Graphic Design
- Social Media Management
- Nonprofit Communication and Fundraising

Internships
Internships are one of the ways SRU’s Communication Department prepares for the workforce. We require all students in the Bachelor of Science concentrations to complete at least one internship, but you can receive credit for up to four internships, setting you apart from the competition in the job search. Students in our Communication Studies program can also take internships, and often do, to boost their workplace credentials.

The department supports your efforts to find an internship with an internship coordinator who will walk you through the process and connect you with internship sites. You can also capitalize on your own connections to pursue positions across the country and around the world.

Majors / Concentrations
- Communication Studies (BA)
- Communication (BS)
  - Converged Journalism
  - Digital Media Production
  - Integrated Marketing Communication

Minors
- Communication
- Communication - Graphic Design (for Art majors only)
Student Organizations

LAMBDA PI ETA, the official honorary for the Communication Department, recognizes academic achievement and boosts student involvement through a host of programs throughout the year, including mentoring and service projects. Lambda also serves as the department’s student advisory board.

ROCK PRODUCTIONS, a chapter of the Public Relations Student Society of America, is the student-run public relations firm on campus, providing public relations services to dozens of on-campus and community clients each year. Members have the opportunity to pursue leadership roles and participate in professional development activities such as conferences; trips; and workshops in video, graphic design, writing, and photography.

THE ROCKET, SRU’s nationally recognized, award-winning student run newspaper provides hands-on experience in journalism, graphic design, writing, advertising, video news packages, website development, and more. Complementing its print editions, The Online Rocket is considered one of the best online college newspapers in the country.

WSRU-TV, SRU’s student-run television broadcast and video production company, gives students the opportunity to gain experience in video production broadcast journalism, and broadcast media in general. Its state-of-the-art television studio features in-house editing bays and sets that can accommodate a live studio audience.

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

- Courtney Moats, Class of 2013
Assistant Manager, Chevrolet Communications, General Motors Corporation