MAJORS
• Strategic Communication and Media (BA)
• Strategic Communication and Media (BS) with concentrations in:
  - Advertising
  - Converged Journalism
  - Digital Media Production
  - Health Communication
  - Integrated Marketing Communication
  - Public Relations

MINORS
• Strategic Communication and Media
• Communication: Graphic Design (for Art Majors)
• Environmental Communication and Heritage Interpretation

CERTIFICATE
• Global and Intercultural Communication

WHAT CAN I DO WITH A STRATEGIC COMMUNICATION AND MEDIA DEGREE?
SRU 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 advertising, journalism and broadcasting, public relations and strategic communication, web and digital design, and more. Our graduates work for sports teams, Fortune 100 companies, advertising and PR agencies, production companies, media organizations, and businesses and nonprofit agencies of all sizes.

STRATEGIC COMMUNICATION AND MEDIA AT SRU
Our department prepares students for professional careers and graduate studies with hands-on coursework, accomplished faculty and exceptional co-curricular opportunities. In addition, we offer 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 STRATEGIC COMMUNICATION AND MEDIA AT SRU?
1. Applied curriculum: Hands-on coursework means students are not only learning to understand their field, but also developing demonstrable, applied 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. Faculty 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 multiplatform, independent student newspaper; WSRU-TV; WSRU-FM; Rock PRSSA; College Dress Relief; Lambda Pi Eta honor society; the SRU Film Society; AdFed; and the SRU UNICEF Club.
4. Professional preparation: Our department offers a robust internship program so students can practice and demonstrate professional readiness. Students also complete a senior capstone seminar that guides them in developing a digital portfolio, exploring job opportunities and graduate school, learning professional skills for the workplace, and networking.
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.
INTERNERSHIP OPPORTUNITIES

All students earning a Bachelor of Science in Strategic Communication and Media 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 and Highmark Health
- General Motors Corporation
- Pittsburgh International Airport
- American Cancer Society
- American Eagle Outfitters

CAREER OUTCOMES

While some of our students go on to graduate school after completing their bachelor’s degree, most begin strategic communication and media 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

ALUMNI SPOTLIGHT

Kevin Accettulla, ‘18  
**Digital executive producer, WBTW News13, Myrtle Beach, South Carolina**

“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  
**Senior Manager, Communications, Human Resources & Culture, Nashville, Tennessee**

“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. Being part of this department changed my life.”

CLUBS AND ORGANIZATIONS

- College Dress Relief
- SRU AdFed
- SRU Film Society
- Lambda Pi Eta: Award-winning student honor society
- Rock PRSSA: Award-winning student-run integrated marketing firm
- The Rocket: Award-winning independent student newspaper
- SRU UNICEF Club: Promotes children’s rights
- WSRU-FM: Student-run radio station
- WSRU-TV: Award-winning student television station