HAVERLACK
College of Business

STRATEGIC COMMUNICATION & MEDIA

DEPARTMENT OF COMMUNICATION, MEDIA, AND SPORT MANAGEMENT

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, healthcare providers, and businesses and nonprofit agencies of all sizes.

STRATEGIC COMMUNICATION & 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, multimedia 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 SRU STRATEGIC COMMUNICATION AND MEDIA?

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**: Gain pre-professional experience through award-winning organizations, including The Rocket, WSRU-TV, WSRU-FM, Rock PRSSA, College Dress Relief, Lambda Pi Eta, 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 focused on digital portfolios, career exploration, professional skills, and networking.
5. **Networking and alumni**: Graduates join a strong network of alumni working in communication and media careers across the country. Many alumni, along with other industry professionals, continue to support the department by serving on its Advisory Board.

MAJORS

- **Strategic Communication & Media (BA)**
- **Strategic Communication & Media (BS)** with concentrations in:
  - Advertising
  - Digital Media Production
  - Health Communication
  - Integrated Marketing Communication
  - Multimedia Journalism
  - Public Relations

MINORS

- Environmental Communication and Heritage Interpretation
- Strategic Communication and Media
- User Experience & Interface Design
- Communication: Graphic Design (for Art Majors)

CERTIFICATE

- Global and Intercultural Communication

Slippery Rock University®

A member of Pennsylvania's State System of Higher Education

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INTERNSHIP 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, NY)
- Pittsburgh Penguins, Steelers, Pirates, and Passion
- National Aquarium (Baltimore, MD)
- The Smithsonian Air & 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 – HAVAS Red US
- Social media specialist – WebFX
- Marketing manager – UPMC
- Digital marketing coordinator – Drive Social Media
- Sports reporter – Indiana Gazette
- Videographer/editor – 21 WFMJ-TV
- Constituent outreach specialist – PA House of Reps.
- Content Creator – MLB, NHL, NFL

CLUBS AND ORGANIZATIONS

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

ALUMNI SPOTLIGHT

Jensen Troy – SRU class of 2023

Senior Account Manager, Mindful Kreative

"I attribute all my success to my time at Slippery Rock University. It truly was the foundation that I needed. Since the first day I stepped on campus, I felt supported, and when I got my first taste of account management, I realized that this was something that I wanted to do for the rest of my life. I would not have experienced that if I had not been in Rock PRSSA."

Dilmini De Silva – SRU class of 2019

Head of Regional Partnerships, Meta at Roar Global

"From the halls of Eisenberg to the forefront of digital growth for Meta, the path was paved by a curriculum designed for the real world. Thanks to the unwavering support of the faculty and the practical focus of courses like Pro-Seminar, SRU didn't just hand me a degree; it helped me build the strategic blueprint I needed to scale my career globally."

ACADEMIC CONTACT:
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FOR MORE INFORMATION:
www.sru.edu/majors

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