

# STRATEGIC COMMUNICATION & MEDIA

## DEPARTMENT OF STRATEGIC COMMUNICATION AND MEDIA COLLEGE OF BUSINESS



### 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.

### MAJORS

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

### MINORS

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

### CERTIFICATE

- Global and Intercultural Communication

### STRATEGIC COMMUNICATION AND MEDIA

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 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:** 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 and media careers from coast to coast, and along with other industry leaders, support the department as members of our professional Advisory Board.

SlipperyRock  
University

A member of Pennsylvania's State System  
of Higher Education

EXPERIENCE THE DIFFERENCE

[www.sru.edu](http://www.sru.edu)

## 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, 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, Red Havas US
- Social Media Specialist, WebFX
- Graphic Designer/Campaign Coordinator, Lamar Advertising
- Area Executive Director, Autism Speaks
- Sports reporter, Indiana Gazette
- Videographer/editor, 21 WFMJ-TV
- Constituent outreach specialist, Pennsylvania House of Representatives

## CLUBS AND ORGANIZATIONS

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



## ALUMNI SPOTLIGHT

### Jessica Buckholtz, '14

*Creative Manager, Social Engagement, American Red Cross, Washington, D.C.*

"Slippery Rock is small but mighty! The visual design classes offered by the Strategic Communication & Media Department are what set me apart from others when I entered the workforce. Thanks to these skills and opportunities outside the classroom, I was able to turn my passion for design and social media into a successful and rewarding career."

### 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."

### Chad Boler, '09

*Marketing Automation Manager, Cisco Meraki*

"My experience within the Strategic Communication and Media Department at SRU helped me gain the tangibles needed for my professional career. I strongly believe the community at SRU, and specifically the great professors, staff and alumni of the department, made all the difference in my preparation."

### DEPARTMENT:

Eisenberg Classroom Building  
Katrina Quinn, chairperson  
katrina.quinn@sru.edu  
724-738-2430

### FOR MORE INFORMATION:

[www.sru.edu/majors](http://www.sru.edu/majors)

### ADMISSIONS OFFICE:

North Hall Welcome Center  
asktherock@sru.edu  
724.738.2015