



COMMUNICATION

Good communication skills and expert knowledge of communication channels are the keys to making sense of today's multimedia world. Few degrees are more useful and appropriate for a successful career in the information society than a degree in communication. Drexel's distinctive degree in communication provides specialization in three cutting-edge fields:

Corporate Communication and Public Relations

The study of corporate communication provides training for post-graduate employment in a variety of fields, including public relations, advertising, special events planning, writing and editing, and public information. The strong communication and management skills stressed by the major also enable graduates to find positions in various business areas.

Technical and Science Communication

The study of technical and science communication prepares students for a variety of career options. Students in this concentration pursue careers in areas such as technical writing and editing, survey conduction and interpretation, science writing for newspapers and other publications, and graduate study in fields such as law and medicine.

Global Journalism

The study of global journalism merges the craft of journalism with knowledge of a technologically sophisticated international environment. The track's core focus is on the international scope of journalism and the importance of technology. Graduates of this program pursue careers in news and information services, as well as other areas.

Students wanting specific information about the major are encouraged to stop by the department office at room 324 of the PSA Building, call the department at 215-895-2455, or visit their website at www.drexel.edu/coas/culturecomm.

Employers who have hired Drexel students include:

Comcast Spectacor
GlaxoSmithKline
Cashman and Associates
Philadelphia Magazine
WPVI-TV 6ABC
PECO
Philadelphia Eagles
QVC
Unysis
Philadelphia Convention and
Visitors Bureau

JOB TITLES

Public Relations Coordinator
Copy Editor/Staff Writer
Event Management and PR Co-op
Technical Communications Associate

Development Assistant
Media Relations
Production Assistant
Marketing and Promotions Assistant

Please refer to the SCDC website (www.drexel.edu/scdc) for our most recent co-op salary information.

PROFESSIONAL ASSOCIATIONS & INTERNET RESOURCES

American Association of Advertising Agencies
www.aaaa.org

American Medical Writers Association
www.amwa.org

National Association of Broadcasters
www.nab.org

International Association of Business Communicators
www.iabc.com

National Communication Association
www.natcom.org

Association for Women in Communications
www.womcom.org

National Newspaper Publishers Association
www.nnpa.org

Philadelphia Metro Chapter Society for Technical Communication
www.stcpmc.org

Public Relations Society of America
www.prsa.org

Public Relations Student Society of America
www.prssa.org

CAREER RESOURCES

Communication and Marketing Career Guide
www.library.drexel.edu/resources/guides/careerguides/?page_id=44

**Steinbright Career Development Center
Pre-Professional Advising (Prelaw, Prehealth)**
www.drexel.edu/scdc/careerservices/pre-professional-advising/index.html

Writing Your Resume
www.drexel.edu/scdc/coop/COOP101/materials/writingyourresume.html

Workshop Calendar
www.drexel.edu/scdc/events/workshops/coop-workshops.html

DREXEL DEPARTMENTS

**Department of Communication
Undergraduate Advising**
PSA Building, Room 324
3234 Powelton Avenue
215-895-1823
www.drexel.edu/culturecomm/

**Career Services Library
Careers Collection**
Hagerty Library
33rd and Market Streets, Room 136
215-895-6843
www.library.drexel.edu/services/refcareers.html