

Communication

COLLEGE of HUMANITIES and SCIENCES



CAREER and INTERNSHIP HIGHLIGHTS

Our students land jobs in public relations, journalism, marketing, health care and many other areas. Recently, they have interned and started careers with the Jefferson Office of Institutional Advancement, Philadelphia Zoo, Temple University, Children's Hospital of Philadelphia (CHOP) and local minor league sports teams. Students have also worked directly with local news outlets serving the East Falls and Germantown communities.

Jefferson is known for crossing disciplines to reimagine the way students learn with an approach that is collaborative and active; global; integrated with industry; focused on research across disciplines to foster innovation and discovery; and technology-enhanced. As a national doctoral research university, Jefferson delivers high-impact professional education in more than 160 undergraduate and graduate programs to 8,200 students in architecture, business, design, engineering, fashion and textiles, health, medicine, social science and science.

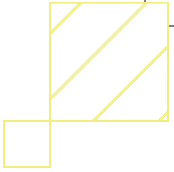
Human interactions and environments are the focus of the College of Humanities and Sciences, where we take an interdisciplinary approach to learning at the intersections of the liberal arts with the social and behavioral sciences. Our students are prepared to succeed in the professional realm or to continue their academic studies at a higher level. No matter which path they choose our graduates are valued for their integrative thinking, collaborative work ethic and global perspective.

PROGRAM HIGHLIGHTS

- Study in real-world environments, preparing to step into a professional job on day one.
- Learn from faculty currently working in their fields, with extensive experience in journalism, videography, public relations and community advocacy.
- Travel abroad to London, France and more to immerse yourself in communications-related classes such as photography and multimedia.
- Become a transformative communicator and learn how to make a difference as a journalist, public relations professional, media entrepreneur or a leader in the nonprofit or public sector.
- Develop leadership skills through Jefferson's law and society and communication programs affiliated with the Arlen Specter Center for Public Service, dedicated to educating students in public advocacy, social justice, new media and more.

[Jefferson.edu/BSCommunication](https://jefferson.edu/BSCommunication)

Curriculum



YEAR

1

Pathways Seminar
Writing Seminar I: Written Communication
Debating U.S. Issues
Mathematics (3-4 credits)
Scientific Understanding
Introduction to Communication

Social Media Strategies
Research Methods
Public Speaking
Radio Production
Free Elective (3 credits)

2

American Diversity
Ethics
Writing Seminar II:
Multimedia Communication
Global Diversity

Communication as Photography
Strategic Communication
Text, Sound and Image
Visual Communication
Media Writing

3

Global Citizenship
Debating Global Issues
Integrative Seminar
Principles of Marketing
Marketing Elective
Journalism in a Multimedia World

Media Specialization

- Media Specialization 1
- Media Specialization 2

Communication Electives or Open Minor Option

- Comm Electives/Open Minor 1
- Comm Electives/Open Minor 2
- Free Elective (3 credits)

4

Capstone Folio Workshop
Professional Ethics
Professional Communication Capstone
Media Specialization 3
Media Specialization 4

Communication Electives or Open Minor Option

- Comm Electives/Open Minor 3
 - Comm Electives/Open Minor 4
- Free Elective (9 credits)

