

Communication

College of Humanities and Sciences

Presentation Overview

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Dr. Letrell Crittenden

Communication Program, Director

A former police and government reporter, Dr. Crittenden's research specializes in journalism history, diversity in the media and community journalism. He has also provided citizen journalism training to high school students in the Philadelphia and Pittsburgh areas. His efforts led to the production of two documentaries dealing with the high school retention crisis in Philadelphia, PUSHOUTS and PUSHOUTS II.

Dr. Crittenden and collaborator Andrea Wenzel of Temple University was awarded the Gene Burd Award for Research in Urban Journalism Studies from the Association for Education in Journalism and Mass Communication, a leading academic organization in the field. He currently serves as the interim board director of G-Town Radio, a local nonprofit radio station serving Northwest Philadelphia




Jefferson

CREATE WHAT'S NEXT

We train transformative communicators for 21st century opportunities

The Jefferson Communication program prepares students for today's media marketplace through a broad-based education that emphasizes storytelling, critical thinking, creative problem-solving, and multimedia skills development.

The program tailors itself to the unique career goals of each student, and provides the key skills necessary to transition into new areas of communications, as the marketplace continues to change and grow.



Courses shown in bold are part of the Communication Core Curriculum

Year 1

Introduction to Communication
Technologies of Communication
Research Methods
Public Speaking
Planning Your Professional Narrative
(1 credit)

Pathways Seminar
 Writing Seminar I: Written
 Communication
 Topics in American Studies

Science I
 Mathematics

Free elective

Year 2

Communication as Photography
Strategic Communication
Text, Sound and Image
Reading the Visual
Fundamentals of Web Programming
Public Relations and Media Writing

American Diversity
 Ethics

Writing Seminar II: Multimedia
 Communication
 Global Diversity

Courses shown in bold are part of the Communication Core Curriculum

Year 3

Principles of Marketing
Marketing Elective
Media Production
 Open minor or Comm elective
 Open minor or Comm elective

Technology Specialization:
Technology Minor class
Technology Minor class

Contemporary Global Issues
 Global Citizenship
 Integrative Seminar

Free elective

Year 4

Professional Ethics
Professional Communication Capstone
Open Minor or Comm elective
Open Minor or Comm elective

Capstone Folio Workshop

Free elective
 Free elective
 Free elective

SAMPLE STUDENT WORK

Local Residents Take Part in Spring Cleaning of Germantown



Oreste Mercado [Follow](#)
Apr 9, 2019 · 2 min read



Keith Schenk talks to volunteers after all of the supplies were handed out. Photo by: Oreste Mercado



Community Events and Outreach



News Articles and Photography

STUDENTS IN THE MEDIA LAB

Communication majors create multimedia projects using technology in the program's new media lab



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Recent Internships



Study Away

This Fall, three Communication Students are tentatively scheduled to spend a semester away at John Cabot University in Rome, Italy. There are also opportunities in London, Paris and around the globe.



Communication is Part of the Arlen Specter Center



The mission of the Arlen Specter Center for Public Service at Jefferson is to facilitate and promote public service and civic education in a cross-disciplinary, nonpartisan setting. The work of the Center includes programming inspired by Senator Specter's long-term interests and accomplishments.

The Specter Center hosts a variety of events including: Roxboro House Roundtables; the Knowledge Exchange; and special events. Some of these events are created, organized, written and hosted by students.



Employment Opportunities

Armed with superior writing, production, and research skills, Jefferson's Communication majors are prepared for the following career opportunities.

- Journalist
- Public Relations Specialist
- Marketing and Research
- Radio/YouTube personality
- Event Planner
- Social Media Specialist
- Documentary Filmmaker
- Graphic Artist
- Web Designer
- Photographer





With Provost Mark Tykocinski

Samantha Martin

CLASS OF 2019

Development Associate, Neurosciences

Thomas Jefferson University

Sewell, New Jersey (hometown)

Samantha Martin graduated from the Communication Program in Spring of 2019. A native of Sewell, NJ, Samantha has excelled in the classroom within the major courses, and was a Communication Excellence award winner. She prepared herself for a career after graduation, working several semesters as an intern with the Children's Hospital of Philadelphia.

Arielle Marcum

CLASS OF 2021

Career Aspiration - Sports Reporter

2019 Summer Internship - Marketing with Lehigh Valley
Iron Pigs



“A lot of my classes are going into projects, going into groups, figuring out things as a team . . . Our instructors really expect a lot out of us. Every class, I feel challenged. . . Communication at Jefferson is a great program, it’s helping me take the next step in my career.”



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