

# COLLEGE OF COMMUNICATION



Rowan University

# Why Study Communication?

- Will you have a career that requires you to interact with clients, colleagues, managers, or workers?
- Will you have personal relationships with family, friends, romantic partners, or coworkers?
- Will you interact with and through forms of media (internet, television, film, radio, books, etc.)?
- Will you need to speak or write in your career or personal life?

# Majors in the College of Communication

- Advertising
- Communication Studies
  - ▣ Specialization in Rhetoric/Cultural Criticism or Interpersonal/Organizational Communication
- Journalism
  - ▣ Print, broadcast, and Online
- Public Relations
- Radio/TV/Film
  - ▣ Specialization in Production or Critical Studies
- Writing Arts

# Minors and Concentrations in the College of Communication

- Minors
  - ▣ Communication Studies
  - ▣ Journalism
  - ▣ Advertising
  - ▣ Writing Arts
- Concentrations
  - ▣ Creative Writing
  - ▣ New Media (upcoming)

# Communication Combines Well With other Programs

- Combine organizational/interpersonal communication and health promotion and fitness management for a career in the sports industry
- Put together film courses, creative writing classes, and theatre for a future in scriptwriting
- Add advertising to a degree in marketing for a standout resume
- Major in chemistry/biochemistry and journalism and become a top-notch pharmaceutical writer

# Student Engagement Opportunities in the College of Communication

- Clubs and Organizations
  - *The Whit* – Rowan student newspaper
  - Public Relations Student Association of America
  - Lambda Pi Eta – Communication Honorary
  - WGLS – Rowan Radio
  - Venue Magazine
  - Rowan Television Network
  - Avant Literary Journal
  - Ad Club
  - Cinema Workshop
- Internships
  - For profit and non-profit organizations, both regional and national
- Practica
  - Collaboration in faculty creative, scholarly, and professional work

# What Can You Do with a Degree in Communication?

**Manager Personnel Recruiter** *law Student* Human Resources Trainer *Director of Training and Development* **Admissions Counselor** **BENEFITS ADMINISTRATOR** Sales Representative *Customer Service Representative* **Newsletter Editor** Human Resources Manager *Mediator* . Communication Researcher Advertising Specialist *Marketing Specialist* **Copy Writer** Account Executive Manager **CREATIVE DIRECTOR** **Media Sales Representative** Public Opinion Researcher *Station Manager* **News Writer** Market Researcher **Disc Jockey** *Comedy Writer* **Casting Director** **PRODUCER** Business Manager Talk Show Host **Reporter** Editor **Newscaster** *Author* Script Writer *News Service Researcher* **Technical Writer** *Acquisitions Editor* *Publicity Manager* **Advertising Manager** *Lobbyist* Corporate Public Affairs Specialist Public Information Office Writer **Legislative Assistant** **Campaign Director** *Medical Grants Writer* Legal Reporter Public Administrator **College Professor**

## To learn more :

- ❑ <http://www.rowan.edu/communication>
- ❑ **College of Communication, Rowan University on Facebook**
- ❑ <http://thedeanblog.wordpress.com/>
- ❑ **RowanCoC on Twitter**