COLLEGE OF VISUAL AND PERFORMING ARTS
COMMUNICATION AND RHETORICAL STUDIES (CRS)

SYRACUSE UNIVERSITY
As a student majoring in Communication and Rhetorical Studies, you’ll develop skills in communicative strategy, small-group interaction, political argument, activism, and interpersonal dialogue. You’ll also gain an understanding of communication theory, history, and analysis that will prepare you for diverse professional endeavors and industries.

**Related Careers**

You can easily tailor your communication degree to prepare for multiple careers and professions:

**Political Communication**
- Campaign manager
- Local or national legislator
- Speechwriter

**Public Affairs and Advocacy**
- Grant writer
- Government relations officer
- Public relations director

**Media and Entertainment Production**
- Creative director
- Television writer
- Talent agent

**Business and Industry**
- Corporate communications
- Event planner
- Marketing director

**Law**
A limited number of undergraduate students with outstanding academic promise are admitted to the CRS combination program with SU’s College of Law. Through this program, your final year of baccalaureate work is satisfied during the first year of law study.

**Education**
- Corporate trainer
- Teacher
- University administrator

[admissions.syr.edu/CRS](admissions.syr.edu/CRS)
CRS students serve on a panel with supermodel Emme ’85

Students visit the set of Good Morning America

Student at a Pentagon press podium during a class visit.
Students mentored by former *Nightline* anchor Ted Koppel ’60
Impress employers
When hiring new college graduates, employers rank strong written and verbal communications skills among the skills they desire most. Through classroom learning and practical experience, CRS will help you meet this demand and stand above other applicants.

Increase your marketability
The CRS major offers you the flexibility to specialize within the program or pursue a second major in another discipline. Popular second majors include:

Advertising
Communication Design
Economics
International Relations
Marketing Management
Philosophy
Politics

Learn from the best in the field
CRS faculty are leading researchers with 30 books, more than 150 articles in academic journals, two Fulbright Fellowships, and multiple awards. In addition, successful CRS alumni return to campus often to provide career guidance and expertise.

Research beyond campus
Go “inside the Beltway” for an immersive DC experience in political communication. Or travel to the Disney archives in Los Angeles as part of a course on the rhetoric of film.

Mentoring, internships, and careers
With support from Career Services, network with alumni who work at major companies, including Deutsche Bank, NASCAR, NBC, Disney, Volkswagen, Deloitte, as well as in various law firms, advertising firms, Congress, and the Pentagon.

*National Association of Colleges and Employers (NACE), Job Outlook 2015 survey

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**Study Abroad**

Broden your perspective and enhance your resume with a study abroad experience. Consistently ranked among the top 25 international education providers in the United States, SU Abroad offers more than 100 programs in 60 countries.

Study leadership and communication in London or intercultural communication and social media in Madrid.

SU Abroad offers additional locations through the World Partners Program. Some of these include Australia, Costa Rica, India, Ireland, Israel, Japan, Kenya, Russia, and Tanzania.

“I was immediately working at our radio station as a production assistant in my first year. Then I moved up to the vice president of programming and then to producer of the morning show, all while applying the skills I learned in the classroom into my work.”

— Shannon Peterson ’10, content development and integrated marketing coordinator, Magnet Media

“Using what I learned in the classroom came into play when I began on the Cold Case Justice Initiative project. I used public memory research skills to shed light on cases that have been unsolved by the FBI for years.”

— Jaclyn Bruner ’10, doctoral student, University of Maryland

“We have a very loyal alumni base who are incredibly happy to help students get internships and jobs once they graduate.”

— John Wolohan ’13, ITC communications, Pratt & Whitney

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Quick Facts/Syracuse University

Founded in 1870

Location: Main campus is in Syracuse, NY, with U.S. centers in New York City, Los Angeles, and Washington, DC, and eight centers around the world.

Undergraduate Enrollment: 14,000+ students representing 130+ countries

Majors: 200+ majors/100+ minors within nine undergraduate schools and colleges

Student-to-Faculty Ratio: 16:1

Average Class Size: 25

Research: $67 million was awarded in 2014 for research, teaching, and other sponsored programs.

Study Abroad: Program consistently ranked among the top 25 in the U.S. Almost half of Syracuse students study abroad at least once.

Career Placement: 91 percent of 2014 seniors were employed, interning, or attending graduate school, according to SU’s Placement Survey.