



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



**SYRACUSE UNIVERSITY**





About

# CRS

## COMMUNICATION + RHETORICAL STUDIES

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 Syracuse University'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

CRS students serve on a panel with supermodel Emme '85



Students talk with Evin Robinson '12, G'14, founder of New York On Tech nonprofit organization.



Student at a Pentagon press podium during a class visit.



Students mentored by former *Nightline* anchor Ted Koppel '60



Students visit the set of *Good Morning America*



## Highlights and Distinctions

### **Impress employers**

When hiring new college graduates, employers rank strong written and verbal communication skills among the skills they desire most.\* Through classroom learning and practical experience, CRS will help you become an articulate and persuasive professional who will stand out among the competition.

### **Increase your marketability**

The CRS major is robust and flexible - encouraging students to challenge and broaden themselves by designing a curricular vision that combines CRS courses with diverse electives, minors, second majors, and programs from across the University.

### **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 research and teaching 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 Hollywood 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*

## Study Abroad

Broaden your perspective and enhance your resume with a study abroad experience. Consistently ranked one of the top 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 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



“News managers often ask me how I get interviewees to open up on-air and I tell them I identify my subject and audience—something I learned in the CRS program. Once I understand the lives of the people I cover, it’s so much easier to make their stories matter to whoever sees or hears them.”  
—Nicki Mayo '01, Multimedia Journalist, Associated Press



## 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 120 countries

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

**Student-to-Faculty Ratio:** 16:1

**Average Class Size:** 26

**Research:** Syracuse, a Research 1 institution, was awarded \$86.7 million in 2015 for research, teaching, and other sponsored programs.

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

**Career Placement:** 94 percent of 2015 seniors responding to the University's Placement Survey are employed, interning, or attending graduate school.



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