

# LEARN

## COMMUNICATION AT CABRINI

The Communication Department offers an exciting and cutting-edge major in **Digital Communication and Social Media**.

This major will give you hands-on preparation for all communication fields and careers, including advertising, writing, journalism, multimedia, television, radio, sports communication, photography, public relations, and social media.

As a student in the Communication Department, you will spend time in the campus's digital communications center, where you will foster a partnership among video students, audio students, writers, marketing communicators, and graphic designers. Students are encouraged to create content and to develop skills across a variety of media.

The Digital Communication and Social Media major educates students about the rapidly changing models and ongoing digital transformation of mass communication.

In addition, the department offers a traditional **Communication major** with fewer requirements for transfer students or students who wish to double major with another field.

Both majors partake in our Professional Development Program throughout their four years. During this time, students learn to develop and deliver their well-told stories that showcase their unique strengths in-person and through their cover letters, resumes, online portfolios, and social platforms. This program is designed to prepare students for lifelong learning and continuous reinvention throughout their professional career.



### INTERNSHIP AND CAREER OPPORTUNITIES

Internship placements and workplaces of alumni include:

- 6abc
- CBS 3
- Children's Hospital of Philadelphia's Research Institute
- Comcast Spectacor
- ESPN
- Hot 97 WQHT NY
- iHeartMedia
- JWT Advertising
- Las Vegas Sun
- NBC10
- Philadelphia Inquirer/Philly.com
- Philly PR Girl
- Princeton University Office of Communications
- Social Nexus, digital and social media production agency
- Stream Companies
- University of Pennsylvania
- USA Today's Media Group
- USLI
- The Washington Post

### RELATED CLUBS AND AFFILIATIONS

- Loquitur Media (digital first multimedia news operation, newspaper, and video service)
- Sports broadcasting of Cabrini Athletics
- Social Nexus - Digital and Social Media Production Agency
- WYBF-FM 89.1

### CURRICULUM

Requirements:

#### COM 101

Introduction to Media Communication

#### COM 103, 203, 303, & 403

Professional Development Program

#### COM 231

Introduction to Digital and Social Media

#### COM 232

Social Media for Strategic Communication

#### COM 250

Journalism: Reporting and Writing

#### COM 251

Journalism: Digital/Web Editing and Production

#### COM 270

Video Production

#### COM 275

Multimedia Story Creation

#### COM 325

Social Media Evaluation and Analytics

#### Either COM 352 & 353

OR 2 video courses beyond COM 270

#### COM 365 or COM 360

Advertising or Public Relations

#### COM 369

Integrated Marketing Communication

#### COM 373

Visual Journalism

#### COM 472

Senior Convergence

#### COM 487

Career Preparation and Job-Search Techniques

### DEPARTMENT CHAIR

Dawn M. Francis, EdD

### EXPLORE MORE

[cabrini.edu/communication](http://cabrini.edu/communication)

### CONTACT US

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**CABRINI**  
UNIVERSITY