

Comparison Analysis: LeSalle vs SJU

Communication (B.A.)
Major, Minor / 4-year, On Campus

ON THIS PAGE: [What you'll learn](#) [Why Study this Major?](#) [Highlighted Courses](#) [Meet the Faculty](#) [Career Opportunities](#) [Student Profile](#)

What you'll learn

To help prepare students for both flexibility and success within the ever-changing field of communication, our program blends a common foundation in the field with specialized concentrations to help prepare students for their chosen career. Our concentrations include: Media & Journalism, Advertising, Public Relations, and Interpersonal Communication. We also offer a curricular focus in Sports Communication, with courses in sports journalism, sports broadcasting, and coaching.

Why Study Communication at La Salle?

In our classes and on-campus experiences, we'll teach you how to think strategically. We'll teach you how to ask the right questions, analyze the situation, use research to inform your decisions, and create messages that positively impact your audiences. Philadelphia is the fourth-largest media market in the country, giving you the ability to intern with award-winning news networks, major league sports teams, and leading public relations and advertising firms.

Highlighted Courses

- + COM 204 – Media Criticism
- + COM 388 – Sports Broadcasting
- + COM 387 – Public Relations Campaigns and Cases

Major Concentrations

- + Media and Journalism
- + Advertising
- + Public Relations
- + Interpersonal Communication
- + Curricular Focus: Sports Communication

Meet the Faculty

Our faculty work side-by-side with our students to prepare them to effectively work in teams, deliver persuasive arguments, and develop stories using industry-level techniques and technology.

Career Opportunities

Our students intern with all major Philadelphia sports teams – Eagles, Phillies, 76ers, Flyers, and Union – in a variety of roles, including video editing, marketing, public relations, and event management. Our students go on to full-time roles within these organizations immediately after graduation, supported by our strong network of Communication Department alumni who have dedicated their careers to Philadelphia sports.

With the help of our alumni network, students also land internships and jobs with leading public relations firms and advocacy organizations. Our alumni work as communication strategists for the Archdiocese of Philadelphia and the Office of the Governor of Pennsylvania.

I chose the La Salle Communication Department because of their great resources and connections in the Philadelphia Region. Through the La Salle Communication Department, I was able to land an internship with the Eagles for two years in a row now, attend the Super Bowl and Super Bowl parade, and I even received an official ring. I have learned how to build connections for my future career path, and the program has really given me the opportunity to get a hands-on experience in media and journalism.

Maya Martin, '26

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Philadelphia, PA 19141
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SAINT JOSEPH'S UNIVERSITY College of Arts & Sciences | Department of Communication and Media Studies

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DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES

The Department of Communications and Media Studies at Saint Joseph's University ensures students acquire a solid grounding in the study of digital communications while exploring current ideas, trends and tools that are shaping society. Students go on to pursue careers in web content strategy and design, social media/community management, multimedia journalism and a broad range of other job options.

The communication and media studies department is committed to excellence in teaching and learning. The department offers a Bachelor of Arts in Communication Studies, which is designed for students interested in specializing in digital media studies as an area of expertise. The major helps students develop advanced skills in communications with an emphasis on multimedia writing, video editing and production, social media and more.

A hallmark of the communication studies curriculum is the emphasis on both theory and practice. Not only do students study what is happening at the forefront of emerging communication technologies, but they also participate. Students have access to cutting-edge resources as they make and reflect upon media. Additionally, faculty are dedicated to the art of thinking across media, platforms and theories to create an innovative and socially responsible curriculum that goes beyond the classroom.

Explore Our Department

Communication & Media Studies Degree Programs

A major and minor in communications studies prepares students for careers in digital media studies, multimedia writing and more.

VIEW OUR PROGRAMS >

Our Faculty

Our faculty bring a wide array of applicable experience from previously held high-level positions in journalism, media, videography and more.

MEET OUR FACULTY >

Internships

Get involved in spring, fall and summer internships ranging from Comcast to Harper's Bazaar to 6abc.

REVIEW INTERSHIP INFORMATION >

AV Gear Checkout

Review the checkout policy, due dates and procedures for checking out AV gear through the department.

LEARN MORE ABOUT AV GEAR >

Course Offerings

The Department of Communication and Media Studies offers courses with an emphasis on digital media studies that teach students important skills in teamwork, innovation, design and entrepreneurship. Courses are also developed through the lens of community engagement and social justice. See our most recent course offerings below.

VIEW COURSES

NEWS & ANNOUNCEMENTS

Lenora Thomas '23 Uses Poetry to Express Outcomes of Pandemic Isolation As part of her Summer Scholars research, communication studies major Lenora Thomas '23 will examine how COVID-19 isolation has forever changed the outlook of individuals in her close-knit West Philadelphia community. Ultimately, Thomas will produce a multimedia anthology of poetry that shares individual pandemic experiences.

1 of 1

Alumni Spotlight

Through my communication studies and marketing classes, I was exposed to editing software, social media platforms and marketing strategies. I was able to bring the knowledge I learned in the classroom to a hands-on internship experience with Disney ABC Television Group, which helped me narrow down my career goals."

Rachel Castellano '18
Production Coordinator, ABC News Marketing & Creative

The COM department focused on storytelling, and how to do so in a visually beautiful way. None of these classes would have been worthwhile if it weren't for the professors. They made every class engaging and connected with all of the students on a personal level."

Michael Carnevale '16
Associate Integrated Producer, FCB Health

My communication studies classes were especially helpful as they prepared me for what I would come across in news and editing. In my role at PHIL17, I operated the teleprompter during shows, transcribed interviews and packages, helped with research and more."

Danielle (Bella) Tierce '19
Former News Anchor, KYOU

Got Questions? CONTACT US

DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES

Brinsten Hall | 5600 City Ave. Philadelphia, PA 19131 | (610) 660-1000

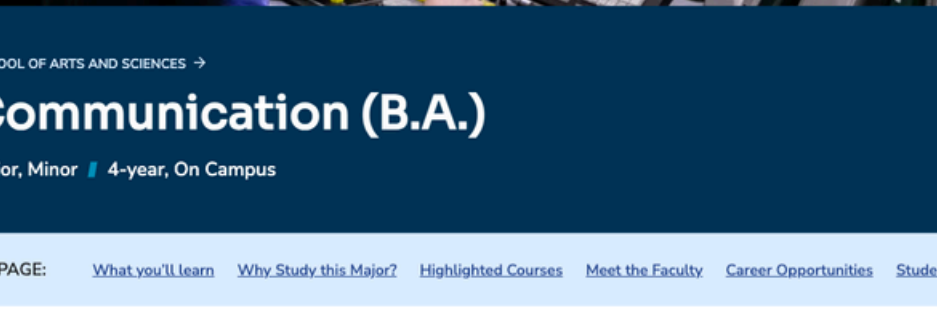
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Curriculum, Courses and Requirements →

Highlighted Courses

+ COM 204 – Media Criticism

+ COM 388 – Sports Broadcasting

+ COM 387 – Public Relations Campaigns and Cases

Major Concentrations

The variety of career options for Communication majors is impressive. To help prepare students for both success and flexibility within this ever-changing field, we offer several specialized concentrations. We don't expect every student to know exactly which path they wish to follow on their first day of classes. Instead, we encourage our students to learn through hands-on experience. Then, in their second year, students declare their chosen concentration. Students can add a second concentration to complement their primary concentration to gain additional skills and knowledge.

+ Media and Journalism

+ Advertising

+ Public Relations

+ Interpersonal Communication

+ Curricular Focus: Sports Communication

Meet the Faculty

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Faculty Team →

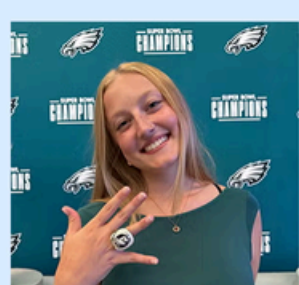
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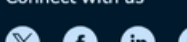
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