



## **Drexel University MS in Strategic and Digital Communication**

### **Frequently Asked Questions**

#### **Does this program offer a fully online option?**

Yes, this program is offered both fully online and face-to-face on our Philadelphia-based campus. Our online classes are asynchronous, working with weekly modules, so our students can study on their own time without the need to log on at a particular time or day. Our face-to-face classes typically meet in the evening to accommodate working professionals getting their advanced degree.

#### **I want to enroll in the online option of the program, but I live in the Philadelphia area. Can I also take classes on campus?**

Absolutely! Our on-campus courses are open to any of our online students who want to participate in face-to-face studies or enjoy the networking benefits of coming to campus. Likewise, on-campus students are able to take courses online to allow for a bit more flexibility.

#### **What does a typical courseload look like?**

A full-time load is defined as taking three courses at a time. A part-time student would take one or two classes at a time. Core courses focus on communication policy, ethics, theory, and the role of media in the digitized world.

#### **I may have a change in my schedule. Can I reduce my course load/take time off? Or alternatively, I want to speed up the program, can I take more classes?**

Yes, students have flexibility within the program to study at their own pace and can change their courseload every time we register for upcoming classes.

#### **Are there any required courses or can I pick and choose classes based on my interests?**

Both, actually. To graduate from the program, students need to successfully complete a total of 15 classes, each worth three (3) credits. Out of those 15 classes, seven (7) make up what's called the core curriculum. These are seven (7) required classes that every student in the program needs to complete. They cover foundational knowledge in communication theory, research methods, organizational communication and leadership, media ethics and media policy. The remaining eight (8) courses are electives that students choose based on their interests and career goals. Each student is encouraged to draft an individual plan of study in consultation with their academic advisor.

### **Can you give some examples of electives offered in the program?**

Sure. Since our focus is on strategic and digital communication, we offer courses such as: strategic social media communication, crisis communication, PR strategies, PR writing, media relations, nonprofit communication, creative content production, and many more.

### **Can I take electives in other departments?**

Yes, students can take up to four (4) classes in other graduate programs across the university. This allows students to complete graduate minors in other fields or simply pursue a range of courses in many other departments.

### **My undergrad major was something other than Communication. Can I still apply to this program?**

Of course! We live in a digital age where pretty much any industry needs communication experts who are also familiar with industry-specific matters. Our student body is incredibly diverse and is filled with students seeking to enhance their communication skills in any job or industry.

### **I read that the program has a required internship component. How does that work?**

We want our students to graduate with a minimum of six (6) months relevant professional work experience. Students who don't yet have this level of experience are expected to complete an internship. Students who already possess the relevant experience can apply for an internship waiver.

- **So, do I need to quit my job to complete the internship?** No, you don't. Likely, your job already has a communication component to it. We would accept that as the professional experience we are looking for.
- **Can I do a part-time internship?** The program requires six (6) months of full-time professional experience or the equivalent. Part-time (20 hrs/week) can be substituted and "counts" at a half-rate, so 20 hours per week part-time for 12 months equal 40 hours per week for 6 months.
- **I have already done an internship but not for the required 6 months. What do I do?** Students who possess previous experience can add that to any additional time they need to reach six (6) months full-time. Students who already work and have equivalent communication experience can apply to waive the internship requirement.
- **Will you help me find an internship?** Yes! We receive and forward job/internship notifications to our students regularly. In addition, all graduate students have access to the Steinbright Career Development Center for help with resume writing, interview preparation, and job search (including Handshake).

### **I know Drexel is a co-op school. Can I do graduate co-op for the internship component?**

Yes, full-time students enrolled in the on-campus option of the program can participate in six months of graduate coop.

### **Does this program require a Master's thesis?**

No, it does not. Instead, our students complete a digital portfolio showcasing their expertise and skillset. Such personal branding tools demonstrate career-readiness and make it easier for students to enter the job market.

**When can I start this program?**

Drexel operates on a quarter system. Meaning, unlike semester-based schools, we divide our academic year into four 11-week quarters. This allows for four entry points into the program. We offer rolling admission so students can apply to the program year-round. Individual application deadlines can be found [here](#).

**Does this program offer any scholarships/assistantships or other funding opportunities?**

The MS in Strategic and Digital Communication program is currently offered at a discounted rate to all students enrolled in the program. Therefore, no additional scholarships/assistantships are available.