



College of Visual and Performing Arts
COMMUNICATION AND RHETORICAL STUDIES
(CRS)





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
- 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 stands at a Pentagon press podium during a class visit.



Students are 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 verbal communication skills the highest-rated and sought-after competency.* 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 D.C. 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.

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, Syracuse Abroad offers more than 100 programs in 60 countries.

Study leadership and communication in London.

Learn about intercultural communication and social media in Madrid.



*National Association of Colleges and Employers (NACE), 2016 Job Outlook Report



CRS and Alumni Success



“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



“Being strategic, a strong writer, and a critical thinker—these are things that in your CRS classes, you have to get down and get down well, and there isn’t an employer out there who isn’t looking for people who can do that confidently and capably.”

— Chapin Springer '04, communications officer, Bill and Melinda Gates Foundation



“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



“The way CRS prepared me for my career was that it gave me a platform and a lens through which I was able to see the world and truly understand it.”

— Terrance Smith '11, director of residence life, Commonwealth Academy



“The fundamental skills that I learned in CRS have been applied to every industry I’ve gone into and allowed me to really thrive in that space.”

— Evin Robinson '12, G'14, co-founder, New York On Tech; consultant, Accenture



Visit vpa.syr.edu/academics/crs to meet more alumni and learn how CRS prepared them for success.



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, D.C., and seven centers around the world.

Undergraduate Enrollment: 14,000+ students representing 118 countries

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

Student-to-Faculty Ratio: 15:1

Average Class Size: 26

Research: Syracuse, a Research 1 institution, was awarded \$79.3 million in 2016 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: 91 percent of 2016 seniors responding to the University's Placement Survey are employed, joining the military, or attending graduate school.

Syracuse University is accredited by the Middle States Commission on Higher Education. For information, please visit msche.org or middlestates.syr.edu/statement-of-accreditation-status.

