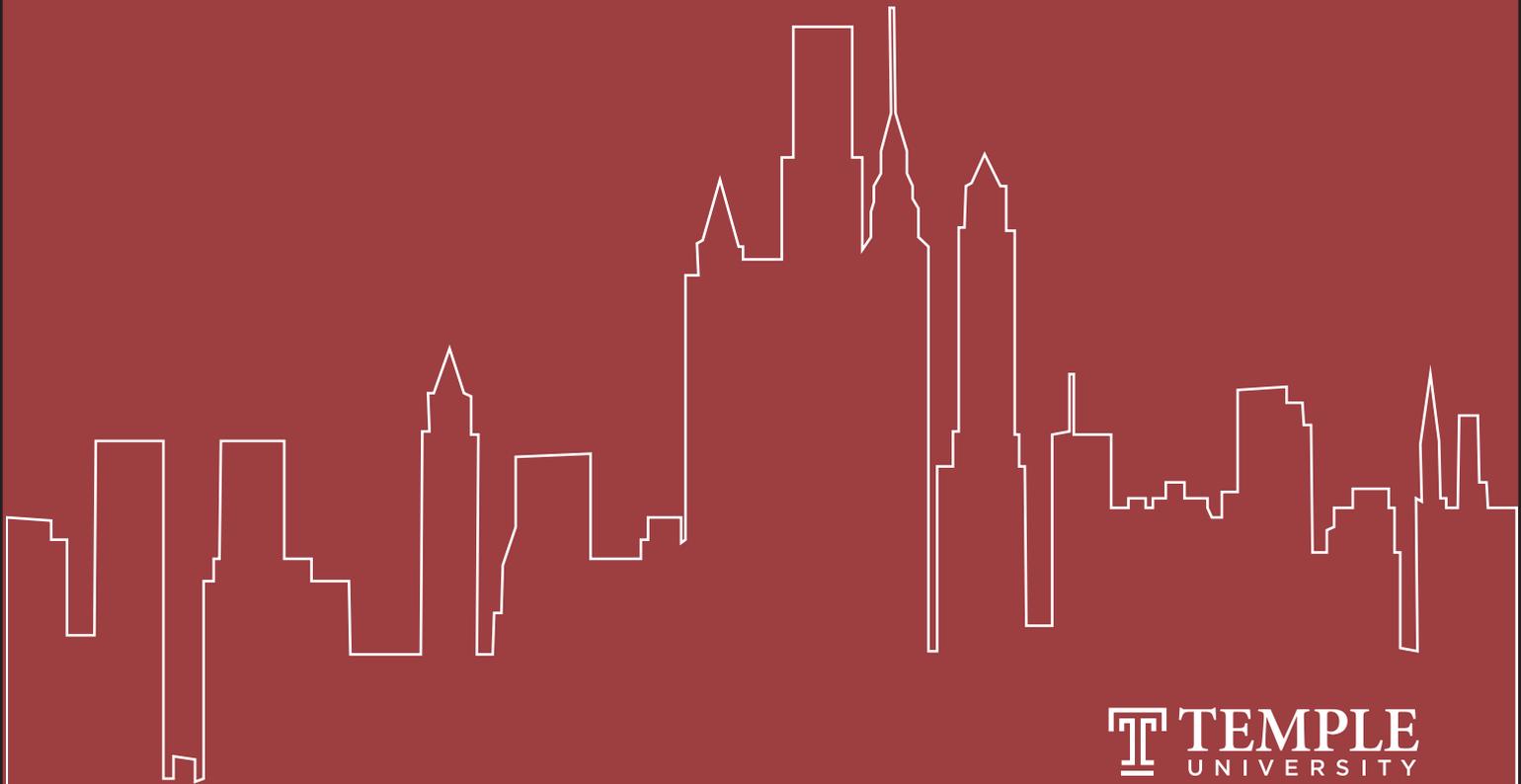


# klein.

Temple University's Klein College of Media &  
Communication.



**T** TEMPLE  
UNIVERSITY

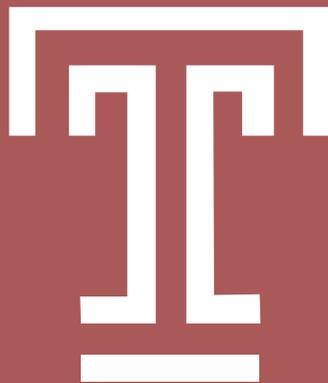
Klein College  
of Media and Communication

7 majors.

7 minors.

3,000 students.

250+ faculty members.



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# who we are.

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The Klein College of Media and Communication is among the largest and most comprehensive colleges of media and communication in the United States. The college was named in 2016 in tribute to broadcast pioneer Lew Klein, who has spent a lifetime teaching at Temple and whose historic gift will support generations of future students.

The college is home to nearly 3,000 students and more than 250 faculty members and instructors. It features innovative programs in advertising, communication and social influence, communication studies, international communication, journalism, media studies and production, and public relations. Faculty members are leaders and renowned scholars in their field and celebrated, internationally known practitioners. Klein is also home to state-of-the-art facilities, including audio, photo and video editing labs, a 75-seat multimedia screening room and smart classrooms. Students and faculty can edit audio and video content and transfer video to various formats in the post production lab or at the TECH Center—a 75,000-square-foot building that includes computers, specialized graphic design, music composition and video editing labs. Annenberg Hall also offers fully equipped broadcast performance, TV direction and videography studios.

Join us in Philadelphia, the nation's fourth-largest media market, among the most exciting and diverse cities in the United States. Klein students make the city their home and their classroom, taking advantage of experiential learning offered in classes like Philadelphia Neighborhoods and through hundreds of internship and employment opportunities.

# undergraduate majors.

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## advertising major.

Some of the most creative and relevant content today appears in the world of advertising. If you'd like to explore that exciting field, consider majoring in Advertising, which teaches the fundamentals of advertising, persuasion and the emerging digital media used by successful brands worldwide. Among other things, you will have the opportunity to work in a student-run branding agency—learning and applying relevant skills in the nation's fourth-largest media market.

Concentrations within the major include Account Management, Art Direction, Copywriting, Brand Strategy and Research and Media Planning.

## communication & social influence major.

Social movements are expanding worldwide, and the ability to communicate is often the key to their growth. The Communication and Social Influence major will give you the tools necessary for advocacy, persuasion and social influence in urban environments. The curriculum focuses on the ability to effectively communicate in settings defined by their levels of civic engagement, risk and conflict. You can become communication leaders who launch campaigns on a wide range of social justice issues, like criminal justice reform, environmental concerns, health and labor affairs, and LGBTQIA and women's rights.



## communication studies major.

The communication field is vast, fascinating and essential. In the Communication Studies major, you will gain a stronger understanding of this field in both theory and practice. You will gain expertise in areas ranging from entrepreneurship and social movements to technology and advocacy, thus preparing you for an ever-changing media landscape.

Concentrations within the major include Global Civil Society, Contemporary Media Environments, Communication and Entrepreneurship, Regulation and Advocacy and Thesis.

## media studies & production major.

While you might not necessarily watch the news on a television anymore, this doesn't mean on-air and supporting talent are unnecessary. In fact, new platforms make them more relevant than ever. The Media Studies and Production major prepares you to understand roles within all facets of the news, including on-air talent, lighting specialists, producers, sound and video editors, entrepreneurs and camera people. The program focuses on four core areas of study: media business and entrepreneurship, emergent media, media analysis and media production.

Concentrations within the major include Emergent Media, Media Analysis, Media Business and Entrepreneurship and Media Production

# public relations major.

In public relations, you have the power to influence how a politician, celebrity, organization, public figure, etc. is perceived by the media and general population. The Public Relations major provides you with the necessary skills to succeed in any industry: critical thinking, speaking and writing. In this program, you will learn public speaking and leadership skills. You will design, develop and evaluate campaigns; produce campaign materials; and learn how to manage client expectations.

# journalism major.

If you want to be a journalist in this digital era, chances are you won't simply be a writer, photographer, videographer or blogger. Instead, you will be many of those things or all of them at once. This will prepare you to be a multifaceted journalist, with necessary skills like: writing and reporting, video production and web design. You will be prepared to work across platforms, online, in print, on radio or on TV.

# international communication concentration.

No matter what field you enter after graduation, cultural sensitivity and communication are absolute necessities. The minor in International Communication will strengthen your ability to communicate across nations and cultures—an important skill in our increasingly globalized world. You will be immersed in the cultures and backgrounds of others, whether you stay on Temple's main campus or study away.

# undergraduate minors.

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## advertising minor - content creation.

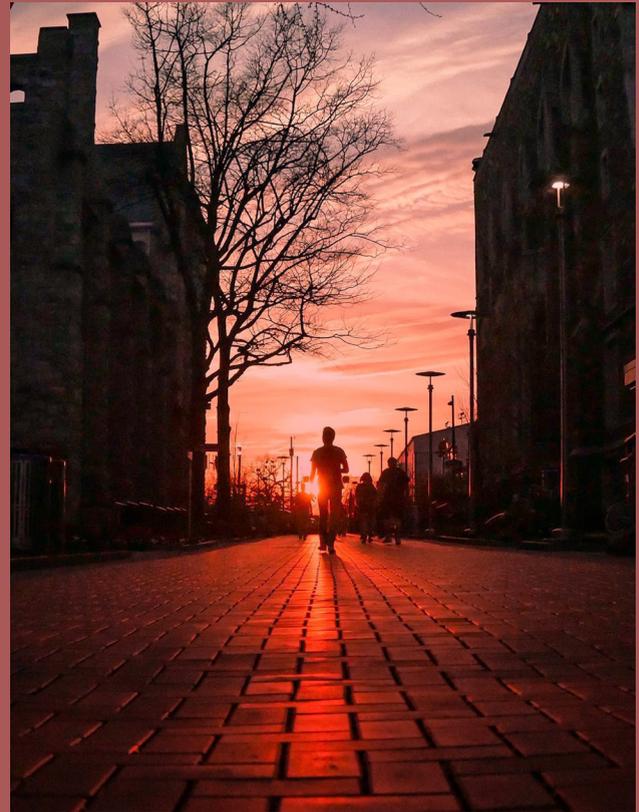
Employers expect you to know how to tailor content to specific types of media. The minor in Content Creation in the Department of Advertising and PR will prepare you to create any type of copy imaginable. Whether you are interested in writing persuasive arguments, social media plans or any variety of print collateral, this program will help you understand which methods are best for each medium. You'll also learn to understand and affect consumer behavior.

## digital media engagement minor.

Success in digital media requires an understanding of your audience. The minor in Digital Media Engagement prepares you to design your own persuasive online and social media campaigns, focusing on interface design, content organization and user experience. Coursework covers digital analytics, media planning and search engine optimization—skills valued by advertising agencies, corporations, media companies and many other organizations. You may also participate in the Google Online Marketing Challenge, where students compete internationally, working with a \$250 budget to develop an advertising campaign for a business or nonprofit.

# journalism studies minor.

Understanding the news and how it's presented to you is essential, whether you plan on working in the field or not. The minor in Journalism Studies will give you the essential critical expertise to be an informed citizen with strong media literacy and to work with journalists and media professionals in a wide variety of careers in government and business. You'll gain skills in the field, such as: news gathering and judgment, visual and digital literacy, ethical decision-making, and much more. No matter what your degree, a minor in Journalism Studies can affect the way engage with media in your daily life.



# communication studies minor.

If you're more interested in studying the academic side of communication, consider a minor in Communication Studies. You will graduate from the program having learned the necessary research skills and theories to embark on a career in communication or research.

# public relations minor.

A career in public relations requires strong communication skills and a concrete understanding of the business. In the minor in Public Relations program, you will strengthen your oral and written communication skills, enhance your ethical decision-making and better understand your audience. You will master public relations theory, crisis aversion techniques and digital and social media analytics.

# digital media technologies minor.

The Minor in Digital Media Technologies is a special program where students get the benefit of two renowned departments: the Department of Media Studies and Production at Klein College and the Department of Computer and Information Sciences in the College of Science and Technology. Together, they offer an innovative program that teaches students how to spread information in the digital age, preparing them to create effective projects across devices and platforms.

# public relations minor - leadership.

Even if you believe you are a born leader, there are skills to build and there is more to learn. The minor in Leadership in the Department of Public Relations is designed to prepare you for real leadership through courses in communication, organizational change and public speaking. It will instill in you that true leaders communicate, intend to make positive change and make ethical decisions.



# connect with klein.

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see yourself  
here.

