

NEW PROGRAM WILL BRING DREW UNIVERSITY STUDENTS TO MANHATTAN TO STUDY COMMUNICATIONS AND MEDIA

Located a short train ride from Midtown Manhattan, Drew University in Madison takes advantage of its proximity to New York City in many creative and unique ways, such as by bringing its professors and students into the city.

Drew students already have a number of opportunities to take courses using New York City as its classroom. They study international diplomacy at the United Nations, meet with brokers and practice investing on Wall Street, and learn about contemporary art at world-famous museums and in professional artists' studios in Manhattan as part of Drew's New York Semester programs

Starting in spring semester 2015, juniors and seniors will be able to take advantage of a new program: the New York Semester on Communications and Media. Under the direction of English Professor Sandra Jamieson, students will visit news media organizations, publishing houses, public relations and advertising firms, and other businesses to study communications and media in the country's most vibrant city.

Drew students will have the opportunity to meet and work with media and communications professionals, visit companies and firms, observe experts at work and get a physical sense of what it is like to work in the field of contemporary national and global communications.

The program will pair classroom learning in the program's New York City headquarters with twice-weekly trips to companies and firms in Manhattan to give students a well-rounded perspective of the communications industry. They also will network with professionals and receive mentoring and networking opportunities, particularly from Drew University alumni already working in and the field of integrated communications.

Finally, students will take part in an externship program in an area of interest to them, giving them additional insight into potential careers and paving the way for additional internship experiences. Students will be asked to blog about their course and experiences.

“I see this program as an exciting opportunity for students in any major who have strong communication skills and want to couple them with the expertise and knowledge they have learned in their major,” Jamieson said. It’s not just for aspiring writers or television broadcasters. She said science majors can learn about writing for a medical journal, business majors can get a better sense about advertising and public relations, and humanities majors can explore everything from publishing to digital media opportunities.

The new communications program has been met with resounding enthusiasm on the Drew campus.

“Drew continues to expand its innovative learning models to give students real world experience before graduation,” said Drew University President MaryAnn Baenninger. “Our students get a rigorous academic education in our classrooms and expand their learning to explore opportunities in professional settings. The New York Semester on Communications and Media is an exciting new opportunity for all students interested in contemporary communications and gives them the chance to explore those markets in the dynamic metropolitan setting of New York City.”