

# WHERE

great  
storytelling  
begins



THIEL  
COLLEGE

A photograph of three students in a computer lab. Two female students in the foreground are looking at a laptop; one is resting her chin on her hand. A male student in the background is also working on a laptop. The text 'PREPARE to face tough competition' is overlaid on the left side of the image.

# PREPARE to face tough competition

## Why choose Thiel

No doubt about it, when you graduate college, you'll be entering an exciting and highly competitive global market place and you'll want to be ready.

Thiel College provides a flexible, innovative, interdisciplinary education that lets you explore a range of options before choosing the specialty that suits you best.

### Come to Thiel and you will:

- Work closely with teachers in small classes thanks to our 11:1 student teacher ratio.
- Discover the **Tomcat Way** - a comprehensive four-year leadership development model designed to give every Thiel student the necessary tools for success on campus and beyond.
- Develop the creative and critical thinking skills that employers look for.
- Gain competency in business and individual analytics, strategic planning, communication and project management.
- Grow your interpersonal skills.
- Confront the ethical dilemmas faced by people in the field.
- Get support for entrepreneurial activities through the **Haller Enterprise Institute**.
- Network with distinguished alumni during weekly seminars in your junior and senior year.
- Complete an internship or practicum before graduation for hands-on experience.
- 95% of Thiel graduates who reported are employed or in graduate school within 3 months of graduation.

# DISCOVER the power of your unique voice



## Why study communications

If an informed discourse is our democracy's lifeblood, then the people who tell our stories accurately and responsibly have a most important role to play.

Whether you choose to major in journalism, advertising, media studies or public relations, you'll be responsible for not only communicating effectively but also grounding your message in ethics and high standards.

As a professional, you'll help business to flourish and democracy to thrive in a world where communicating effectively becomes more essential every day.

# DEPARTMENT OF MEDIA COMMUNICATIONS & PUBLIC RELATIONS



A photograph of a young woman with long dark hair and glasses, wearing a black t-shirt, sitting at a desk in a classroom. She is looking towards the left. In the background, other students are visible but out of focus. A blue diagonal overlay covers the left side of the image, containing the text.

# CHOOSE YOUR PATH from four different majors

It's an exciting time to be pursuing a career in Communications it can mean working as a journalist online at a radio or TV station, or newspaper or magazine. It can also mean working in advertising or public relations. You may even find yourself working in marketing communications. That's why Thiel offers you numerous paths to reach your goal through these majors.

## Communications Studies

As the world becomes more divided, understanding how human communication works is increasingly important. You'll study public speaking, small group and organizational communication, persuasion, rhetorical theory and intercultural communication.

**Careers and Skills:** Use your understanding of communication to work in business, human resources, or in non-profit advocacy.

Annual Median Wage: \$61,920\*

## Media & Journalism

There was a time when a journalist wrote for a newspaper or magazine. Today, you need to be comfortable working in a wide variety of media. Thiel will prepare you to work in any medium you can think of including, television, radio, books, magazines, newsletters, and of course the growing world of online media.

**Career Skills:** Writing, public speaking, radio and television production, broadcasting, digital production and more.

Annual Median Wage: \$46,270\*

## Public Relations, Advertising & Integrated Marketing Communications

This joint venture with the Department of Business Administration will prepare you to thrive in a world where marketing, advertising, public relations and communications need to work together seamlessly to reach a vast array of audiences. We'll help you not only develop skills in all these areas but learn how they work together in today's business world.

**Career Skills:** Integrated marketing, communication, accounting, business management, information systems and business management.

Annual Median Wage: \$61,150\*



### Available Minors:

- Communication Studies
- Film Studies
- Media Communication



## Gain an advantage over your peers with a 5-year Bachelor's/ Master's Degree

Every year communications professionals head back to college because they discover the path forward to career growth is made smoother with a Master's Degree.

Thiel offers a Communication and Leadership degree or M.B.A. so that you can enter the workforce with this advantage already in hand. This combined program will provide you with the strong knowledge base across the fundamental disciplines of leadership that employers want in addition to the skills you'll learn as part of your undergraduate business studies.

**Career Skills:** Entrepreneurship, Marketing Management, Project and Process Management, and much more.

Annual salary: \$73,806\*



# LEARN in state-of-the-art facilities

Get started now in the James Pedas Communication Center.

At the heart of Thiel's campus is the \$6.8 million James Pedas Communication Center. It is a collaborative learning community where students engage in film, TV, radio, news production and other multimedia-rich experiences preparing them for today's information society.

It's a communications lab complete with state-of-the-art radio and TV studios, and informal learning spaces. Here students and faculty collaborate across disciplines and media platforms, moving easily between guided instruction and independent work.

It's where you learn and put your new-found knowledge to work to help create the future of journalism and communications

*... starting now!*

# SCHOLARSHIPS for communications majors

You may be eligible for one of the following scholarships set aside exclusively for students majoring in Media and Journalism, Communications Studies, Business and Financial Journalism or Public Relations, Advertising, and Integrated Marketing Communications.

- The Dr. David and Mrs. Mary Jo Andrews '63 Scholarship
- The August and Susan Bamford Scholarship
- Dr. Morrison H. Beach Scholarship
- The Roger '52 and Paula G. Blatter Scholarship
- Daniel A. Hamo Scholarship
- The Robert J. McKinley Memorial Scholarship
- Wise Family Endowed Scholarship Fund
- William Randolph Hearst Scholarship Endowment Fund
- Mister Rogers Scholarship

Information regarding eligibility can be found in the Academic Catalog or by contacting the Thiel College Financial Aid Office at 724-589-2006 or [finaid@thiel.edu](mailto:finaid@thiel.edu).



**99% of all Thiel students receive  
some form of financial aid!**



Thiel supports a well-rounded Academic/co-curricular environment with more than 100 clubs, organizations, and teams including many that directly align with a student's field of study.

#### **Dietrich Honors Institute**

DHI helps students become full human beings whose breadth of knowledge, strength of character and thoughtfulness of action make them natural leaders in the world.

#### **Endymion (yearbook)**

Gain or enhance photography, design and layout skills and become familiar with editing software.

#### **Lambda Pi Eta**

National Communication Association's official honor society at four-year colleges and universities.

#### **Live Events Club**

The Live Events Club was formed to help other clubs on campus plan events, as well as hold its own events. It has helped plan the Intercollegiate Broadcasting Systems Awards Conference, Music Fest and other events!

#### **Society for Collegiate Journalists**

Meet leaders in the field. Create or maintain a journalism library. Introduce students to a journalism career. You may even win a writing award!

#### **TCTV Television**

Work with your fellow students to create, produce, direct or appear in a variety or weekly programming.

#### **Thielensian**

Be a part of our digital newspaper as a reporter, copy editor, photographer, or part of the editorial staff.

#### **TomCasts**

Make your own podcasts to be published! A team of students working together to create high-quality content.

#### **WXTC Radio**

Be a part of our radio station as a producer, reporter, sound engineer, music director or on-air personality.



**LOOK  
AHEAD**  
to a great  
future



## Beyond Thiel

We encourage you to start thinking about your future from Day 1, and take advantage of opportunities to gain work experience, study abroad, or work in research as part of your degree. At Thiel College, the Career Development Office is here to help you identify opportunities and support you as you consider your career after college.

As a result, you, and each of your classmates, will graduate with a unique combination of skills, experiences and relationships that will set you apart as you embark on your chosen career path.

## Enter a Challenging and Exciting Industry

Few areas are changing as quickly as Media and Communications and with change comes opportunity. Each new advance in technology opens new opportunities for those who come prepared with the right skills.



## Successful Alumni



*"It might be small, but it's mighty. I know that might be cliché, but it is so true (at Thiel College). It is such a tight-knit community and there are so many people who want to see you succeed. Never stop being a student."* **Danielle Dwyer '11**,

Business communication and media communication double major  
Sports reporter KFOX Oklahoma City



*"Whenever I came to campus I really felt that the faculty cared about my future and campus felt like a home."*  
**Cody Wagner '19**, media communications major

*"There's a lot of good people and resources at Thiel. **Lean on the people around you and get involved.** You're here for four years and you should enjoy it."*

**Dana Depaulo '18**, business administration, human resource management, marketing and advertising major



*"Do not limit yourself by sticking around the same group of people all the time. Try your best to **branch out and make as many connections and friendships as possible.**"*

**Dan Yoest '19**, public relations, advertising and integrated marketing communications major

## Start Your Career

Thiel College graduates are successfully employed across a number of business sectors.

ABC News/Washington D.C. Bureau

Anakeesta

Bayer-Global

CJV Communications

FirstEnergy Corp

General Motors

KOKH Fox 25

Marketing Support Network

Nexstar Media Group

The Sharon Herald

Sports Coordination of NW PA

Six Flags America

USA Football

Walt Disney World

Washington Post

WHIO-TV

WQED Multimedia Company



**THIEL**  
COLLEGE

Call Admissions for more information

**admissions@thiel.edu • 724-589-2345**

Or complete your application online at **www.thiel.edu**