

TIGER TRACKS



PREPARING FOR A CAREER IN

COMMUNICATIONS AND PUBLIC RELATIONS



The communications and public relations track at Hampden-Sydney prepares students for dynamic careers at the intersection of media, strategy, and leadership. From corporate communications and public affairs to nonprofit advocacy, graduates gain the skills to influence audiences, shape public perception, manage reputations, and drive meaningful conversations in every sector.

ACADEMICS

A foundational component to the College's curriculum and formalized in 1978, the Rhetoric Program empowers students to use language to influence audiences. A rhetoric minor prepares students for roles in marketing, public relations, technical writing, content creation, and digital media. Coursework in creative writing, English, government and foreign affairs, public policy, and philosophy also prepares students to identify perspectives, construct arguments, and craft persuasive communications.

CO-CURRICULAR ACTIVITIES

The Rhetoric Studio is home to Hampden-Sydney Writing and Speaking Centers and Digital Rhetoric Program. With support from the Rhetoric Studio faculty, students are guided in the creation of informative and persuasive written, oral, digital, and multi-modal communication projects. Join the second-oldest debating society in the U.S., the Union-Philanthropic Literary Society, and hone your ability to quickly articulate your ideas clearly and persuasively.

INTERNSHIPS

Students in the communications and public relations track have the chance to intern for industry leaders, many of whom are Hampden-Sydney grads themselves. Students have landed communications, marketing, and public relations internships at organizations such as:

- Fizz Marketing
- The Martin Agency
- Discovery Communications
- ESPN
- Capitol Hill

POST-GRADUATE OPPORTUNITIES

Students who pursue a communications and public relations track are well-suited to careers in advertising, marketing, corporate and crisis communications, media relations, digital content creation, and many more fields. Hampden-Sydney graduates have started their own marketing, public relations, and communications firms in major markets such as Nashville, Richmond, and Washington, D.C., to great success.



HAMPDEN-SYDNEY COLLEGE



"Through the Rhetoric Program and leadership opportunities, H-SC taught me to communicate clearly, tell compelling stories, and build meaningful connections with any audience."

—Damien Sharp '15

Media Relations Specialist at Cornell University

"The rigorous yet classic liberal arts education that I got at H-SC has served me well in my career as a journalist."

—Matthew Philips '01

Director of Washington Enterprise at CNN



Optional Content

At the Pannill Center for Rhetoric and Communication, communications and public relations track students have access to trained professionals who will guide their development as clear, concise communicators.



Hampden-Sydney Resources

Majors and Minors

From economics and literature to physical sciences and fine arts, you can choose from 50+ majors, minors, and special programs to help you find your passions, gifts, and purpose.



go.hsc.edu/majors

Career Center

- The Career Center offers career coaching sessions and weekly workshops to help students navigate the journey from exploring a career to finding a job.



go.hsc.edu/careers