

Advertising and Public Relations

Degree: Bachelor of Arts in Advertising and Public Relations

As an advertising and public relations major you will learn how to be a credible and effective communicator in a rapidly changing media environment. You will learn the art of persuasion along with importance of ethical decision-making. You will learn about the many roles advertising and public relations professionals play and the diversity of the organizations in which they work. Writing, public speaking, and creative and critical thinking are areas you will build.

Full-time faculty:

Dr. Jane Dailey, Assistant Professor
Marilee Morrow, Associate Professor
David St. Peter, Instructor
Dr. Joan Price, Assistant Professor
Lori Smith, Instructor
Dr. Suzanne Walker, Associate Professor, Chair of Communication and Media Studies Department, e-mail: walkers@marietta.edu

Facilities:

Two student-run radio stations, WCMO-FM and WMRT-FM 88.3
Digital television station, WCMO-TV.
Two Mac Computer Labs
McKinney Mass Media Center, home of *The Marcolian* and *The Mariettana*

Sample Courses:

Media and Society
Introduction to Advertising
Introduction to Public Relations
Media Writing I
Writing for Public Relations
Integrated Marketing Communication
Advertising Copy and Layout
Advertising & Public Relations Campaigns

Persuasion
Crisis Communication
Public Relations Case Studies
Desktop Publishing or Website Design
Media Law and Ethics
Capstone in Mass Media
9-hour structured cognate

Honor Societies and Student Organizations:

Marietta College's chapter of the **American Advertising Federation (AAF)** provides numerous programs to guide students through advertising curriculum and job placement. AAF's programs include internship opportunities, scholarships, career fairs, student conferences and national competitions. AAF's National Student Advertising Competition is the premier college advertising competition. It provides students with real-world experience by requiring a strategic advertising/marketing/media campaign for a corporate sponsor. Alpha Delta Sigma is the national honor society sponsored by AAF that recognizes and encourages scholastic achievement in advertising studies.

Public Relations Student Society of America: Marietta College's PRSSA Chapter was chartered in 2011 and is part of a network of more than 300 student chapters nationwide. The pre-professional society connects students to resources and professionals that enhance their education, enrich their resume, and launch their careers. For more information contact the chapter adviser, Dr. Jane Dailey, APR, at jd001@marietta.edu

Both clubs are open to all majors.



Student designed ad for AAF Competition.

http://www.marietta.edu/departments/Communication_and_Media_Studies/Media_Studies/Advertising_and_PR.html

Scholarship Opportunities:

The **Vernon E. "Dan" McGrew Scholarship** is given to qualified students in mass media.

The **Andrea "Andi" Parhamovich '00 Annual Memorial Award** is awarded to the Top Female Graduating Senior in Communication and Media Studies.

The **William M. Sheppard Scholarship** is awarded to a student interested in print media and majoring in one of the programs in the Department of Communication and Media Studies.

The **Carleton Knight III Memorial** goes to the graduating senior demonstrating excellence in a mass-media program.

Past Internships: *(Please note: All AD/PR majors are required to complete an internship.)*

United Way
Moroch, Inc.
USA Track and Field
Akron Aeros
US Senate

Smuckers
Krogers
Parkersburg News & Sentinel Half Marathon
Starcom

What Can I do with this Degree?

Advertising Account Management
Media Planning
Public Relations Consulting
Public Affairs
Research
Media Sales
Public Relations Associate
Non Profit Communication/Fundraising
Event Planning

What recent graduates have done:

Regional Marketing Coordinator, TL Cannon Management
Regional Advertising Account Management, McDonalds
Assistant to Deputy Commissioner of Human Services, Monroe County
Assistant Director of Admissions, The Institute of Notre Dame
Office Manager, Foxcroft School

Graduate/Professional Schools MC Graduates have attended:

Thomas Edison State College, MBA
Johns Hopkins University, MA Government
Marietta College, MA Corporate Media
New York Film Academy, MFA

Amber Vanwy, Class of 1997, Public Relations Manager, Rocky Brands – *“The fact that advertising was part of the communication program overall made it more appealing to me and I knew that I would be marketable as a result. I liked how the program incorporated the different areas of the communication field which made me more qualified for different jobs in the field.”*

