



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. Good writing, public speaking, and creative and critical thinking are areas you will build.

Full-time faculty:

Dr. Jane Dailey, Associate Professor
 Marilee Morrow, Associate Professor
 David St. Peter, Station Manager, Engineer, Instructor
 Dr. Joan Price, Associate Professor, Chair of Media Studies Department
 Email: joan.price@marietta.edu
 Lori Smith, Instructor

Facilities:

McKinney Media Center, converged newsroom
 Student Newspaper: The Marcolian
 Two student-run radio stations: WCMO-FM 98.5 and WMRT-FM 88.3
 Digital television station: WCMO-TV
 (Channel 15)

Sample Courses:

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

Persuasion
 Crisis Communication
 Public Relations Case Studies
 Desktop Publishing
 Website Design
 Media Law and Ethics
 Capstone



Student designed ad for a competition.

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. For more information contact the chapter adviser, Lori Smith, at las001@marietta.edu.

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.

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

Marietta Memorial Hospital

Smuckers

The Kroger Co.

Parkersburg News & Sentinel Half Marathon

Starcom

The Heinz Company

What Can I do with this Degree?

Advertising Account Management

Media Planning

Public Relations Consulting

Public Affairs

Research

Media Sales

Corporate Communications

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

American University

Syracuse University

Ohio University

Point Park University

Robert Morris University



Students preparing for a campaign presentation.

"Interning at Heinz was somewhat daunting, give that I had zero prior exposure to, or interest in business. Yet I had learned to absorb information and ask probing questions which allowed me to flourish in both putting my media skills to use and becoming an integral member of the Corporate Affairs team. It was incredible to see how much I can learn by being in a new environment, and it continues to propel my excitement to learn about, experience and ultimately share more new, exciting stories and lessons."

Connor Walters, Class of 2013, Corporate Communications Intern, The Heinz Company

