



STRATEGIC COMMUNICATION

ORGANIZATIONAL COMMUNICATION/PUBLIC RELATIONS TRACK

Pioneers act for impact

Independent and bold-thinking students take charge of their futures by pursuing an undergraduate degree in Strategic Communication. Students focus their studies by selecting one of two tracks: Organizational Communication/Public Relations or Advertising/Public Relations.

The Organizational Communication/Public Relations major offers students a robust foundation in the principles of face-to-face and mediated communication. Faculty provide a balance of classroom knowledge of communication theory and approaches — including research and ethics — as well as opportunities to put that knowledge into practice during internships, group projects and ventures with outside clients. This major places specific focus on communication within organizations, between organizations, and between the organization and its outside audiences.

The department's vision is to be a dynamic, innovative and inclusive collegiate learning environment, engaging diverse students and communities in the creation and practice of effective communication — to foster pioneers who want to change the world for the better. This degree gives Pioneers an edge finding their first job and finding success in graduate school. Our students are ready to blaze trails in the professional world and are dedicated to giving back to the communities in which they live.

Marietta College's Organizational Communication & Public Relations major is for students who know exactly where they want to be — MAKING A DIFFERENCE.

Learn more about what makes a Marietta College Organizational Communication & Public Relations major successful at www.marietta.edu/program/organizational-communication



Cody Clemens '13
Ph.D. student at Bowling
Green State University

After graduating from Marietta with a Bachelor of Arts in Organizational Communication & Public Relations, Cody earned a Master of Arts in Corporate Communication from Duquesne University.

"Marietta College helped lay the foundation for my professional career, and for that I am forever grateful."

This is the time. This is the place.

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Curriculum

In addition to a liberal arts education, Organizational Communication & Public Relations majors prepare for careers in this highly competitive, ever-evolving field by completing a rigorous course load:

- Media and Society
- Human Communication
- Communication Theory & Research
- Media Writing
- Introduction to Advertising
- Introduction to Public Relations
- Multimedia Foundations
- Media Production
- Principles of Photography
- Software for Design
- Information Design
- Digital Communication
- Organizational Communication
- Group Discussion
- Crisis Communication
- Training and Development
- Business Communication Seminar
- Health Communication
- Communication Ethics
- Persuasion
- Intercultural Communication
- Media Law and Ethics
- Capstone

Facilities

The Communication Resource Center (CRC) serves to enhance oral communication knowledge and skills for all Marietta College students. Students can sign up for free face-to-face peer coaching in one-on-one or group sessions. Communication Assistants (CAs) offer peer coaching to support students in preparing oral presentations for a variety of academic and professional endeavors. Students have many opportunities to gain experience across media platforms, even as freshmen. Students can work in a collaborative environment for two radio stations, a television station, and an online student newspaper.

Internships

The United Way
The American Cancer Society
Marietta Memorial Hospital
Selby General Hospital
Boys & Girls Club
Canton (Ohio) Office of the Mayor
Walt Disney World

Outcomes — Professions

Greater Parkersburg Convention and
Visitors Bureau
Lakeside Chautauqua
Harvest of Hope
Alliance Industries
Macy's Inc.
Valeant Pharmaceuticals
4-Star Restaurant Group

Outcomes — Graduate Programs

University of Florida — Web Design &
Online Communication
Emerson College — Integrated
Marketing Communication
West Virginia University Law School
Xavier University — MBA Sports
Administration
The Ohio State University —
Communication

Honor Societies and Student Organizations

Fifth Street Consulting is a student-led, faculty-advised consulting firm specializing in communication and media consulting.

American Advertising Federation (AAF) offers programs that guide students through advertising curriculum and job placement.

National Broadcasting Society (NBS) is a student and professional society of more than 85 chapters on college and university campuses.

Alpha Epsilon Rho is the national honor society for electronic media students, Alpha Delta Sigma is the national honor society sponsored by the American Advertising Federation, and Lambda Pi Eta is the official Communication Studies honor society of the National Communication Association.