



STRATEGIC COMMUNICATION ADVERTISING & PUBLIC RELATIONS TRACK

Pioneers make a statement

Driven and creative-minded students make use of their abilities and take charge of their future with Marietta College’s Strategic Communication major. Students focus their studies by selecting one of two tracks: Advertising/Public Relations or Organizational Communication/Public Relations.

The Strategic Communication major offers students a robust foundation in the principles of face-to-face and mediated communication. Majors typically complete multiple internships and are involved in national organizations such as the American Advertising Federation before earning their degrees. These types of experiential education opportunities and professional connections provide a valuable portfolio of projects students can show future employers.

Our talented professors are wholly dedicated to providing a comprehensive, in-depth education that is based in the liberal arts. The department’s vision is to be the most dynamic, innovative and inclusive collegiate learning environment, engaging diverse students and communities in the creation and practice of effective communication that changes the world.

When students graduate from Marietta College, they are ready for success in the industry and leaders in the field know the quality of our graduates, and many of them are Marietta alumni who remain close to the College throughout their careers.

Marietta College’s Strategic Communication major is for students who know exactly where they want to be – MOVING FORWARD.

Learn more about what makes a successful Ad/PR student at www.marietta.edu/program/advertising-public-relations



Charlee Ottersberg '15,
former Associate Art
Director, Cleveland
Magazine, MBA student
at University of Denver

A McCoy Scholar, Charlee Ottersberg was part of an award-winning advertising team and a member of Sigma Kappa sorority.

“Being able to dive into a specialty while still gaining a greater understanding of the industry has allowed me to step into my career with both feet forward.”

This is the time. This is the place.

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Curriculum

In addition to a liberal arts core curriculum, Advertising & Public Relations majors prepare for careers in the communication industry by completing a rigorous course load:

- Media and Society
- Human Communication
- Human Communication Theory
- Media Writing
- Introduction to Advertising
- Introduction to Public Relations
- Multimedia Foundations
- Media Production
- Principles of Photography
- Software for Design
- Information Design
- Digital Communication
- Crisis Communication
- Persuasion
- Advertising Copy and Design
- Advertising and Public Relations Campaigns
- Media Law and Ethics
- Media 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.

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) 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.

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.

Internships

Cumulus Media

Ogilvy & Mather Advertising Ltd.

Moroch Partners

MediaVest

Columbus Crew SC

Urban Decay

Outcomes – Professions

Google

McDonald's USA

Fahlgren Mortine

Great Lakes Publishing

EA Sports

TransCanada

Advance Ohio

Gatehouse Media

Outcomes – Graduate Programs

University of Denver

University of Florida

West Virginia University

Syracuse University

University of Pittsburgh

Point Park University