

ADVERTISING & PUBLIC RELATIONS

PROGRAM OVERVIEW FOR EMPLOYERS

The Bachelor of Science degree in advertising & public relations combines courses offered through the Department of Communication in the College of Liberal Arts and the Department of Marketing in the E. Phillip Saunders College of Business. The program takes an integrated approach to the study of communication and communications media by combining the breadth of the social sciences and humanities with the depth and understanding of the marketing process. Students are trained in (1) analyzing audiences/publics, (2) creating messages, (3) selecting media, and (4) managing campaigns in corporate, government, and non-profit settings.

Degree(s) Awarded

Bachelor of Science Degree

Enrollment

Approximately 100 students are enrolled in the Advertising & Public Relations program.

Cooperative Education Component

Students are required to complete two co-op work assignments.

Co-op students are able to work 3 or 6 months.

Salary Information (Avg/Range)

| | | |
|--------|----------|---------------------|
| Co-op: | \$12.38 | \$7.250 - \$22.50 |
| *BS: | \$26,570 | \$25,000 - \$33,522 |

*Statistics from the Nat'l Assn. Of Colleges & Employers (NACE) for 2005-2006 graduates

Equipment & Facilities

The College of Liberal Arts has two computer labs: one has 25 Windows-based workstations and one has 25 Macintosh OSX-based computers. Both labs are equipped with the Microsoft Office and the Adobe Design Suite. Students also have access to labs across campus and, hence, have the same first-rate computing facilities (including software) available to them as do all RIT students.

Student Skills & Capabilities

- All students will have completed a basic sequence in spoken, written, visual, and mediated communication.
- All are capable of conducting quantitative and qualitative research as well as statistical analyses.
- All are experienced writers and speakers, capable of writing speeches, news releases, advertising copy, newsletters, and feature articles.
- All are capable of designing layouts for newsletters, brochures, and other print materials
- All are capable of assisting in communication training programs focusing on leadership, presentations, problem solving, analytical discussions, and media relations.

Advertising & Public Relations

Course Sequence BS degree

First and Second Year Courses

Foundations of Communication
Persuasion
Public Speaking
Principles of Advertising
Principles of Marketing
Data Analysis I and II
Public Relations
Lab Sciences
Liberal Arts Core and Minor
Digital Design
Web Foundations

Third & Fourth Year Courses

Media Planning
Visual Communication
Mass Communications
Theories of Communication
Quantitative Research Methods
Copywriting and Visualization
Qualitative Research Methods
Campaign Management & Planning
Senior Thesis in Communication
Public Relations Writing
General Education Electives
Institute-Wide Electives

Marketing Courses

Principles of Marketing

(plus three of the following):

Internet Marketing
Business to Business e-Commerce
Buyer Behavior
Database Marketing
Marketing in Global Environment
Professional Selling
Integrated Marketing Communication

Cooperative Education

(2 quarters required)

Employers of Advertising and Public Relations Co-op and Graduating Students

ABVI-Goodwill, Access Hollywood, BBDO NY, Clear Channel NY, Darien Lake Theme Park and Resort, Excellus Blue Cross Blue Shield, Fisher Associates, Rochester Business Journal, Osram Sylvania, Roberts Communication, the Sportsman Channel, Terakeet Corporation, LM&O Advertising.

Contact Us:

We appreciate your interest in hiring RIT co-op, graduating students or alumni. We will make every effort to make your recruiting endeavor a success. Call our office and ask to speak with Sharitta Gross, the program coordinator who works with the Advertising & Public Relations program. For your convenience, you can access information and services through our web site at <http://www.rit.edu/recruit>.

Sharitta F. Gross

Program Coordinator

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