

## ADVERTISING & PUBLIC RELATIONS

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### 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 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:	\$11.02	\$7.90 - \$15.00
*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

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## 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

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 Electives (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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