

# ADVERTISING & PUBLIC RELATIONS

## CAREER OVERVIEW FOR STUDENTS



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.

### Course Description for Advertising & Public Relations

[http://www.rit.edu/~932www/ugrad\\_bulletin/colleges/cla/apr.html](http://www.rit.edu/~932www/ugrad_bulletin/colleges/cla/apr.html)

#### 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 at least 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 with 25 Macintosh OSX-based computers. Both labs

are equipped with the Microsoft Office and the Adobe Design Suite.

#### 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.

## **Nature of Work**

The objective of any firm is to market and sell its products or services profitably. In small firms, the owner or chief executive officer might assume all advertising, promotions, marketing, sales, and public relations responsibilities. In large firms, which may offer numerous products and services nationally or even worldwide, an executive vice president directs overall advertising, promotions, marketing, sales, and public relations policies. (Executive vice presidents are included in the *Handbook* statement on [top executives](#).) Advertising, and public relations, managers coordinate the market research, marketing strategy, sales, advertising, promotion, pricing, product development, and public relations activities. (Source: U.S. Bureau of Labor Statistics *Occupational Outlook Handbook*)

## **Training/Qualification**

A wide range of educational backgrounds is suitable for entry into advertising, and public relations, jobs, but many employers prefer those with experience in related occupations plus a broad liberal arts background. (Source: U.S. Bureau of Labor Statistics *O.O.H.*)

## **Job Outlook**

Advertising and public relations are highly coveted and will be sought by other managers or highly experienced professionals, resulting in keen competition. College graduates with related experience, a high level of creativity, and strong communication skills should have the best job opportunities. Employers will particularly seek those who have the computer skills to conduct advertising, public relations, activities on the Internet. (Source: U.S. Bureau of Labor Statistics *O.O.H.*)

## **Significant Points**

- Keen competition for jobs is expected.
- College graduates with related experience, a high level of creativity, and strong communication skills should have the best job opportunities.
- High earnings, substantial travel, and long hours, including evenings and weekends, are common.

(Source: U.S. Bureau of Labor Statistics *O.O.H.*)

**Employment:** Entry-level positions in Advertising and public relations generally pay \$20,000 to \$30,000 a year, depending on geographical location (bigger cities offer better pay) and company size. Corporate PR departments generally offer higher salaries and more benefits. As you advance in the industry, though, salaries can jump into the \$80,000s and \$90,000s and even into six figures if you make it to the executive level. **Job Titles:** Account Managers, Media Assistants, Account Executive, Media Relations and Government Public Relations departments (Source: U.S. Bureau of Labor Statistics *O.O.H.*)

## **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 your career and we will make every effort to help you succeed. Feel free to contact Sharitta Gross, the program coordinator who works with the Advertising & Public Relations program. You can access information about services through our web site at <http://www.rit.edu/co-op/careers>.

## **Sharitta F. Gross, Program Coordinator**

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