

May 2009

Dear Student,

Congratulations on your acceptance into the advertising & public relations (GPTA) degree program at Rochester Institute of Technology.

The bachelor of science in advertising and public relations prepares you to create persuasive messages for a variety of media. You'll learn to analyze audiences, write copy, select media, and manage campaigns. After graduation you can work in commerce, education, entertainment, government, or non-profit organizations. The prospects have never been better as the number of professional positions in public relations and advertising is expected to increase by more than a third by 2010.

Transferring to a new college is exciting, but it can be overwhelming. We encourage you to read the *New Student Survival Guide* that will be mailed to you in June. It contains a checklist of to-do items and information about the many services and resources that will help you make the most of your experience at RIT. And to help you have a successful transition, we recommend that you attend one of the Transfer Welcome programs offered on either July 20 or September 4. More information about this program is in the *Guide*.

Once you have paid your deposit, we will pre-register you for fall quarter classes. Using your RIT Computer Account and password, you will be able to access your tentative schedule online at [infocenter.rit.edu](http://infocenter.rit.edu). Please be aware that as we receive official Advanced Placement (AP) scores, official college transcripts, and math placement scores your schedule will be adjusted accordingly.

Melinda Beyerlein, ([msbgpt@rit.edu](mailto:msbgpt@rit.edu), 585-475-6649) and I will be available to help you finalize your schedule and make any required adjustments during Transfer Welcome. You will be assigned an academic adviser, a department of communication faculty member, to consult with on such matters as course registration, your professional core, and graduation requirements. In addition to your academic adviser, the department of communication has at least two Peer Mentors who are communication students you'll find can be helpful in a number of contexts.

My office is located in the 7-story Eastman building, third floor, room 3012, which is near the elevators. Once you arrive on campus, please stop by the office to check your mail folder, which is located in the hall outside my office, for advising and scheduling information. Please check your folder on a regular basis since it serves as one important medium through which we communicate with you. Moreover, your folder is conveniently located only a few steps away from our program staff assistant (585-475-6649) whom I believe you will find to be extremely helpful in answering questions and providing information.

Along with the rest of the department of communication faculty, I look forward to seeing you soon.

Yours sincerely,

Patrick M. Scanlon  
Professor and Coordinator of Undergraduate Degree Programs  
Department of Communication