

Advertising and Public Relations



THE UNIVERSITY
OF TAMPA

B.A. in Advertising and Public Relations

Minor in Advertising

Minor in Public Relations

Whether it's an integrated print/online campaign, a community outreach initiative or a targeted media relations effort, advertising and public relations are vital tools for connecting with customers, stakeholders and the community. The Department of Communication's advertising and public relations program prepares students for professional and academic opportunities in strategic communications. Utilizing their skills in creative problem solving, market analysis, mass communications and more, students are equipped to provide innovative solutions to a variety of businesses and organizations. Above, instructor Jennie O'Leary talks with students during a Principles of Advertising class.

What Will You Learn?

As an interdisciplinary program, the major in advertising and public relations features a **flexible curriculum** that prepares students for both the creative and business sides of the field. Core courses cover:

- advertising and marketing
- public relations
- culture and society
- strategic problem solving
- visual aesthetics
- writing
- research
- design
- production

The curriculum also includes ethics, cultural studies, mass communication theory, journalism and digital media, equipping students with the theoretical framework and critical thinking skills to address real-world communication problems or to pursue graduate studies.

Beyond the core curriculum, **three areas of concentration** are offered:

- advertising creative
- public relations
- general

Concentration and elective courses allow students to further develop their individual interests. Future designers can concentrate on classes in the art and communication departments, and copywriters can select from a variety of industry-specific writing courses. Students focused on marketing can take business courses. Those aspiring for a career in politics can choose electives within the Department of Government and World Affairs.

The department also offers two related minors. Students selecting the **minor in advertising** gain a foundation in advertising, marketing and graphic design. Those opting for a **minor in public relations** learn the essentials of public relations, writing and communication.

Sample Courses

Mass Media and Society
Media Writing
Media Aesthetics and Creativity
Digital Arts for Professional Communication
Advertising Campaigns
Public Relations Campaigns
Writing for Advertising
Writing for Public Relations
Principles of Marketing
Critical Studies in Public Communication
Promotion and Branding Strategies
Introduction to Graphic Design
Web Design
Communication Research Methods
Visual Literacy
International Advertising
Buyer Behavior
Online Production

FACULTY highlights



Beth Eschenfelder
associate professor

Beth Eschenfelder has a long history working in some of the most challenging fields of public relations and nonprofit management, including homelessness, substance abuse and mental health. Her research focuses on communication between and among nonprofits, government and community. She teaches courses in public relations campaigns, communication research methods and communication ethics.



Adam Rottinghaus
assistant professor

Adam Rottinghaus is a critical media, cultural and communication studies scholar. He researches technological change, consumer culture, advertising and marketing, and recently co-authored an article in the *Journal of Cultural Economy*. He is also a multimedia designer and marketing professional with a decade of experience working with print, broadcast and digital media.



Global Marketing

Students in a global communication course recently traveled to Ireland to meet with Facebook's director of global marketing. They discussed how the social networking site has become a public relations driver for many companies.

Practical Experience and Internships

Internships and faculty-sponsored independent study projects provide opportunities for students to test their new skills by working with nonprofit clients focused on issues such as domestic violence, homelessness, child welfare, Hispanic outreach and victim assistance. Projects include writing or designing advertisements, preparing publicity tools and developing full promotional campaigns.

Students are also encouraged to pursue internships with local advertising, marketing and public relations firms and media outlets. As a top-15 media market, the Tampa Bay area boasts numerous award-winning TV and radio stations, newspapers, magazines and film production companies. Additional internship opportunities exist with national sports franchises, political campaigns, government agencies, entertainment venues and theme parks.

UT students have interned with:

- Earl Palmer Brown Advertising
- Fyvolent Whitmore Advertising
- Hamilton-Hall Talent Management
- Holland & Knight Law Firm
- New York Yankees baseball team
- Orlando Magic basketball team
- Straz Center for the Performing Arts
- Tampa Bay Rays baseball team
- Tampa Bay Lightning hockey team
- Tampa Bay Buccaneers football team
- Winner Koenig & Associates Advertising

Advertising and public relations classes typically focus on real-world examples, with related assignments and final projects. Prior to graduation, each student must submit a portfolio of work for evaluation by faculty. Beyond UT, this compilation serves as a valuable tool as students interview for jobs or apply to graduate school.

What Can You Do With This Degree?

Behind every promoted product, service or cause is a strategy developed by advertising, marketing and public relations managers. Excellent communication skills, creativity and organization are essential for professionals in this field. Many jobs require the ability to work with or lead teams and to manage projects.

Advertising and public relations offer a wide range of career opportunities in both the private and public sectors. Strategic communication skills, especially within digital platforms, are in high demand among businesses, nonprofits, government agencies, consulting groups and political and advocacy campaigns. Advertising agencies, public relations firms, media outlets, businesses, nonprofits and universities with in-house marketing departments are also major employers in this field. Regardless of their job title or industry, advertising and public relations professionals play an important role in nearly all organizations.

Students interested in conducting research or teaching at the university level may choose to pursue graduate studies in areas such as mass communications, advertising, telecommunications, public relations, marketing, media studies, communication management and more.

Sample job titles for advertising and public relations graduates include:

- Account executive
- Advertising sales agent
- Art director
- Brand manager
- Communications director
- Copywriter
- Corporate communications coordinator
- Creative design lead
- Digital marketing specialist
- Editor
- Graphic designer
- Market research analyst
- Marketing coordinator
- Media relations advisor
- Promotions coordinator
- Public information officer
- Public relations specialist
- Publicist
- Social media specialist
- Web designer

Adam Gomes '13

B.A. in advertising and public relations; minors in communications and journalism
National digital media specialist, Bild & Company, Tampa, FL

"UT's advertising and public relations program helped me improve my writing skills across different platforms," said Adam, a national digital media specialist for Bild & Company, a senior housing sales and marketing company. He has also worked with CBS Radio as a promotions assistant. During his time at UT, Adam co-founded the student-run television station UTTV and served as director of public relations and lead anchor for the "Campus Weekly" news show. He completed internships with Nvirotect, Fox News, Last Straw Media and the Home Shopping Network. "If you're ever unsure about something, don't be afraid to ask questions, whether in class or at a job," he said. "Developing your confidence and communication skills will help you in the long run."



alumni profiles

Keally Cristiano '14

Public relations coordinator, National Strategies Public Relations, Tampa, FL

Diana Torres '13

Public relations coordinator, Paradise Advertising and Marketing, Tampa, FL

Krystal Guerra '12

Social media and marketing specialist, Resource Solutions Direct Mail Marketing, Miami, FL

Henry Hollingsworth '12

Marketing Web designer/developer, Vology, Oldsmar, FL

Kasey Colucci '11

Marketing and communications graphic designer, Stony Brook University, Aquebogue, NY

Kendall White '11

Assistant account executive, FKQ Advertising, Clearwater, FL

Jessica Beaugez '11

Communications manager, National Presbyterian Church, Washington, D.C.

Loren Piretra '11

Field marketing specialist, Red Bull, Los Angeles, CA

Advertising and Public Relations



Katie Drake '15

Major: advertising and public relations

Minor: journalism

Hometown: Orlando, FL

During her time at UT, Katie has worked as a public relations and communications intern for Elevate, Inc., a strategic business development consulting firm in Tampa, and as a social media intern on a political campaign. She has also served as marketing chair and music chair for Student Productions. Katie selected UT's advertising and public relations program because of its personalized curriculum. "I get individual time to sit down with my professors and discuss work and how to better improve my skills," she said. "The professors have industry experience and can help connect students with people and employers in the community."

Pre-Professional Activities

Advertising and public relations majors can connect with Tampa's thriving professional community through campus organizations such as the **Advertising Student Association** as well as a **student public relations club**. These groups bring the world of advertising and public relations to students through speakers, networking events, competitions, public service activities, field trips and more.

Students who join the Advertising Student Association automatically become members of the **American Advertising Federation** and its regional and local affiliates.

Student Publications and Media

Advertising and public relations students can also gain experience by working for any of the student publications and other media on campus. UT offers a student

newspaper (*The Minaret*), a student yearbook (*The Moroccan*), a student-run television station (UT TV) and radio station (WUTT 1080 AM), a student literary magazine (*Neon*) and a student journal focusing on communication, art and culture (*Splice*). Learn more at www.ut.edu/studentpublications.

Honors Program

Advertising and public relations students also participate in UT's Honors Program, which fosters a close-knit atmosphere among the most inquisitive, intellectually spirited and enterprising students. Innovative courses and one-on-one tutorials promote learning in ways that go beyond the classroom and regular coursework. The program also sponsors community service projects and travel courses. Honors students may choose to live among their peers on Honors floors in University residence halls.



About UT

The University of Tampa is a medium-sized, private university offering more than 200 undergraduate and graduate programs of study. Richly diverse, UT is the school of choice for approximately 8,310 students from all 50 states and 140 countries.

Visit www.ut.edu/communication/adandpr to learn more about UT's advertising and public relations program and the Department of Communication.



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