

Touch of Class



News About the Rowan University Graduate Strategic Communication Program

In This Issue

- What's Everyone Up To?
- How to Navigate Fall 2020
- Student Spotlight
- Professor Profiles
- Welcome Back Graduate Students
- The 4+1 Program
- Spring 2021 Courses

What's Everyone Up To?

As Covid-19 continues to unleash its rampage on the world, many students and staff had to make the difficult decision whether or not to return to the classroom. The Public Relations and Advertising Departments solution allowed each individual student to make the decision whether to attend class in person or online.

Rowan University's utmost concern is the safety of its students and faculty. Political officials left the decision up to individual universities to decide whether or not to return to in-person learning or continue via virtual learning platforms. Rowan left that decision to individual professors after asking students what they wanted. Students expressed a desire to return to campus and "normalcy."

Thus, Rowan eagerly met the desires of its students and opened up on-campus living. The university takes extraordinary precautions to ensure

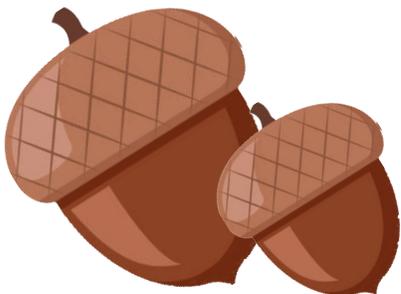


the safety of all students. Buildings and classrooms are cleaned regularly, each room has a "covid cap" of maximum individuals allowed in the room, everyone is required to wear a mask inside any campus building, individuals must remain six-feet apart at all times and desks are marked off so students do not sit closer than six-feet from one another.

All of the Master's of Strategic Communication courses are HyFlex or entirely online via Canvas and Zoom. HyFlex means students have the opportunity to choose to attend class in-person or remotely. Professors instruct both the in-person and online versions simultaneously.

Courses appear to be split in half with the number of students choosing to attend in-person and those attending online or remotely.

Students can complete the 33 s.h. MAPR program as a full-time or part-time student. Full-time students can finish in one calendar year, while part-time students typically finish in two to three years.



Navigating Fall 2020



Returning to campus each Fall brings a lot of activity, fun and new faces. Campuses are bustling with people at all hours. But Fall 2020 has dramatically changed the way students experience college. So, let's break down the basics of navigating Fall 2020 as a Rowan college student.

1. Mask Up

If you visit campus at all, you must have a mask. Students are prohibited from entering any building without a mask and must wear one during all in-person meetings. Remember to keep six feet apart at all times. Failure to follow these rules will result in the professor asking you to leave.

2. Check Your Student Email Often

Many students tend to ignore their student email. This is a huge mistake. Rowan University sends out a daily announcer with important information and upcoming campus events to keep students in the loop. Rowan also utilizes school emails for

financial aid updates, bill updates, network outages and timely warnings. Most important, professors can only contact students through their Rowan email, so be sure to monitor your email regularly for important updates.

3. Know How to Use Canvas

Due to Covid-19 many students and faculty decided to stick to distance learning, which means attending classes virtually and utilizing Canvas. Canvas allows students to preview all courses and upcoming assignments. After clicking on a specific course, go to the "Modules" page, located on the left-hand side, to see each week's assignment(s). Work is uploaded directly to Canvas where professors may leave feedback on the submission and post grades. You can even download the app on your smartphone to receive push notifications. Canvas makes navigating your online and remote course simple and easy!

4. Know How to Use Zoom

If you never used Zoom before it is time to learn! Most courses meet via Zoom since it is easy to navigate, free, and does not require you to create an account to use. Most professors will send the class a link to enter the class meeting. Enable video and audio once you enter to remain active in class discussion but stay muted until you have something to share. Use the "Share Screen" option at the bottom of the window to present. Zoom bridges the gap between face-to-face learning and distance learning by allowing you to see and hear others while in the safety of your home or dorm.



4. Build Professor Relationships

Be sure to build rapport with your professors, even if all your classes are online. You can do so by setting up an individual meeting with your professor, engaging in class discussion regularly, and staying on top of assignments. Building and maintaining relationships with your professors leads to a better learning experience and a more successful college and professional career.

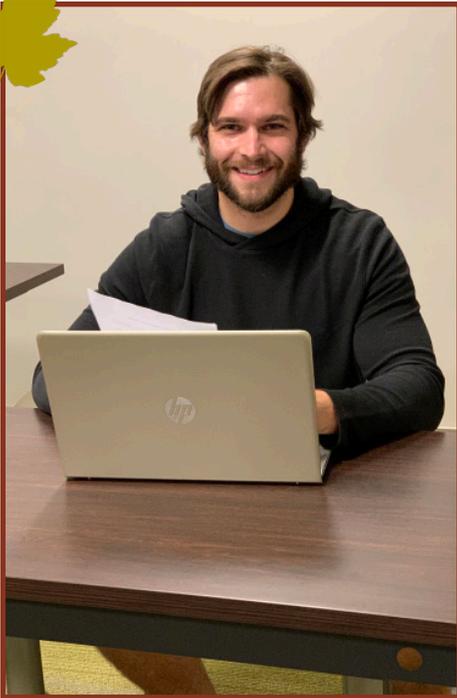
5. Ask for Help

As the switch to online and remote learning continues, many students are expressing concerns. If you are struggling in any of your courses remember you can always meet with your professor individually to discuss what you are struggling with and how to improve, visit the Tutoring Center for extra help, or visit the Wellness Center, if it is health related. Communicate before it becomes overwhelming and you reach the point of no return. We are here to help!

For technology assistance contact the IRT department at 856-256-4400 or support@rowan.edu.



Student Spotlight



Alex Walpole

Alex's mother was active duty in the Army, forcing him to improve his communication skills or risk not having friends. He believes this is where his interest in communication began.

He earned his Bachelor of Arts in Mass Communications from Catawba College in North Carolina after a swim coach offered an athletic scholarship.

After undergrad, Alex joined the Air Force, but left in 2019 to pursue a marketing career. Covid left him unemployed and in need of more tools to work in marketing. Now he is using his GI Bill to complete his M.A. in Strategic Communication over the course of the next two years.

So far Alex is enjoying the program. He says he likes, "the level of effort the professors make to provide students with the tools necessary to be successful in classes despite the difficulties they face from Covid-19." He currently takes Strategic Communication Overview with Dr. Novak, Graduate Strategic Writing I with Professor Moscatelli, and Organizational Public Relations Management and Counseling with Dr. FitzGerald.



Maridel Tineo

Maridel is working on her B.A. in Public Relations while participating in the 4+1 program. During one of her courses, Dr. Kim told her about the program and she applied because she wanted a master's, but this way she could complete it in only one extra year to save time and money. The application process is straightforward, according to Maridel, but she was both nervous and excited about getting accepted.

She currently takes graduate level Strategic Communication Overview and Writing. She enjoys it and says the classes are similar but have a heavier workload. The writing course concerned her because, "writing courses are always very tedious." She suggests breaking assignments into smaller chunks.

After finishing her M.A. in Strategic Communication, Maridel hopes to earn her own non-profit working with kids. She says this degree will help her establish her business.

As for advice about the 4+1 program, she says, "Definitely put your heart into it because it will show in your work."



Professor Profile



Dr. Suzanne FitzGerald

Dr. FitzGerald obtained her Ph.D. in Mass Communication from Temple University after she worked for ten years in the field. She also served as an adjunct at six local universities. She was also inducted into the PRSA College of Fellows in 2005.

Once she completed her Ph.D., she had to decide between Elizabethtown or Rowan and after asking a PR firm in NYC she was told, “by all means, Rowan!” This is Dr. FitzGerald’s 27th year, where she has served as chair since 2001. She teaches the capstone PR courses.

She loves the diverse student population and feels our program offers a unique blend of practitioners and educators that can offer real-life experience. Companies that offer our students internships report students are ready to jump into the workforce without training. Furthermore, she thinks students should enroll because, “Public relations and advertising and all strategic communication has become so important in society for predicting trends, influencing public opinion, counseling management, and conducting research.”

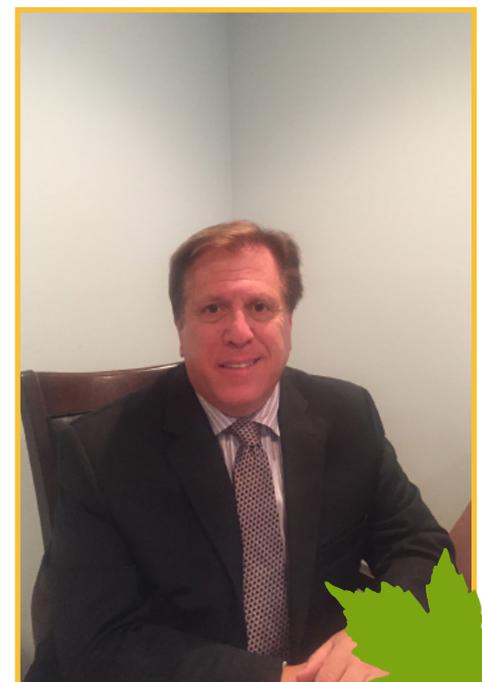


Dr. Joseph Basso

Dr. Basso completed his B.A. and M.A. at Rowan University and has both a Ph.D. in Public Relations and a law degree. He previously taught at five other universities before returning to Rowan in 2003. He can teach nearly every course in the program and has 27 years of teaching experience. He changes his style depending on the class, though he enjoys interactive, discussion-based courses best. He also likes when a student has a different opinion because it shows that they can form a position and argue it.

He previously served as the graduate program coordinator here at Rowan and is a full tenured professor, as well as the second most senior professor in the department.

According to Basso Rowan’s MAPR program is unique because it, “does a good job of combining the theoretical and the practical.” He believes if students do it right they can leave the program with a strong resume and portfolio to jump into their career.



Welcome Back Grad Students



Graduate students in the MAPR program celebrated the start of a new semester with an in-person and virtual gathering to get to know one another and ask professor's questions.

On Thursday, October 8, students met in 301 High Street to enjoy pizza, refreshments, and festive cupcakes. Dr. Hong, Dr. Kim, Dr. Fitzgerald and Professor Moscatelli attended the in-person meeting with students working towards their Master of Arts in Strategic Communication, including two students in the 4+1 program. Dr. Novak hosted the virtual welcome back party via Zoom with Professor Schoenstein



and Dr. Basso. Five students met with professors on Zoom. The group answered trivia questions and discussed the upcoming comprehensive exams. At the meetings, professors discussed the two possible Certificate of

Graduate Studies (COGS) available to students in the program; including COGS in IMC and New Media or School Public Relations. Students can earn both upon completing the three required electives.



The 4+1 Program



Head Start

Start the master's program with 12 credits

Affordable

Pay undergraduate tuition for graduate courses

Stand Out

Acquire better job opportunities with a master's degree

Time Efficient

Finish your master's degree in one calendar year



Spring 2021 Classes

Graduate Strategic Visual Communication

MAPR 01568 - CRN 25137

Professor Lisa Fagan

Mondays 6:30PM-9:15PM

301 High Street

Strategic Communication Seminar

MAPR 01620 - CRN 25124

Dr. Suzanne FitzGerald

Tuesdays 5PM-7:45PM

301 High Street

Graduate Strategic Writing II

MAPR 01561 - CRN 25136

Professor John Moscatelli

Wednesdays 6:30PM-9:15PM

301 High Street

Graduate Strategic Case Studies / PR Planning

MAPR 01569 - CRN 25139

Professor Asadeh Nia-Schoenstein

Thursdays 5PM-7:45PM

Remote

Internship

MAPR 01610 - CRN 25140

Dr. Suzanne FitzGerald

Off-Campus

School Public Relations

MAPR 98503 - CRN 25126

Professor Edward Moore

Online

Online Public Relations

MAPR 06515 - CRN 25125

Professor Donald Dunnington

Online



Touch of Class Staff

EDITOR:

Courtney Colletti

Graduate Assistant

collet23@students.rowan.edu

ADVISORS:

Dr. Suzanne FitzGerald

Department Chair

sparks@rowan.edu

Dr. Bokyoung Kim

Graduate Advisor

kimb@rowan.edu

*The Touch of Class
newsletter is published by
the M.A. in Strategic
Communication program,
Edelman College of
Communication & Creative
Arts, Rowan University.*

