

Touch of Class

News About the Department of Public Relations & Advertising

Comprehensive Exam Panel

This year’s annual comps panel occurred via Zoom on Jan. 26 with alumni Emel “Emmy” Crawford, Rebecca Acevedo, Nick Sammarinto and Erika Solis. Students heard from alumni about where they each are now and had the opportunity to ask questions. Emmy currently works for the NJ Department of State, Rebecca for WFSF Bank, Nick for CMI Media and Erika is a doctoral student at Penn State.



Erika Solis, 2019-2020 Graduate Assistant

Student’s questions concerned what the oral exams are, how to create successful study groups, how much time to dedicate to studying, the test format and for any other tips the alumni could offer.

Panelists offered insightful feedback for each question; suggesting students begin making groups immediately with friends from

class, study as a group at least a few hours a week and another few alone, specifics regarding exam style, have a light lunch between exam sessions, avoid defensiveness during the oral exams, relax the night before instead of cramming and limit groups to no more than three or four individuals.

“It really made me feel as though we were all part of a family!”
-Brandon West

One student, Brandon West, said, “Not only was the panel extremely helpful and informative in preparation for the exam, but also a great opportunity to see past and current students of the program all together in support of one another. It really made me feel as though we were all part of a family!”

Panelists generously offered their emails for any further student questions. Although the annual event occurred in a different format from previous years, students still engaged with alumni and obtained valuable advice to pass the comps.



Brandon West, M.A. Strategic Communication Student

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The Four “Pluses” of the 4+1 Program

Want to save time and money while gaining graduate-level course experience during undergrad? The 4+1 program for a Master’s in Strategic Communication allows undergraduate students to obtain a Bachelor of Arts in Public Relations or Advertising and Master’s in as little as five years. Students pay undergraduate rates for the four graduate courses their senior year. In short, students will do four things: start their master’s early, save time, save money and gain a competitive advantage.



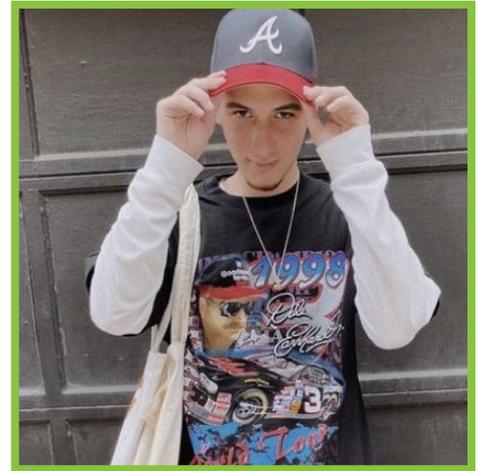
**La'Tonia Carnegie, 4+1 M.A.
Strategic Communication Student**

According to one of our 4+1 students, La'Tonia Carnegie, “The 4+1 program has already opened opportunities for me such as potential jobs and fellowships; not to mention, it’s very affordable and the professors are all committed to helping students, especially during this time. I am certain that I made the best decision for my future career enrolling in this program.”

The program features practice based in theory to ensure students understand all aspects of strategic communication.

Another 4+1 student, David Rodriguez, says, “The professors in our program are the best professors around, they really care about you as an individual. They all have amazing backgrounds in the PR world, too. The combination of Rowan’s professors, the amount of money saved and receiving an MA in a year created an opportunity like no other.”

For consideration, students must

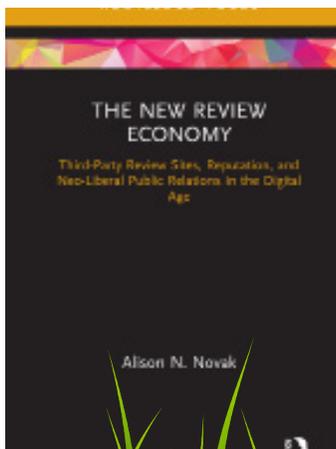


**David Rodriguez, 4+1 M.A.
Strategic Communication Student**

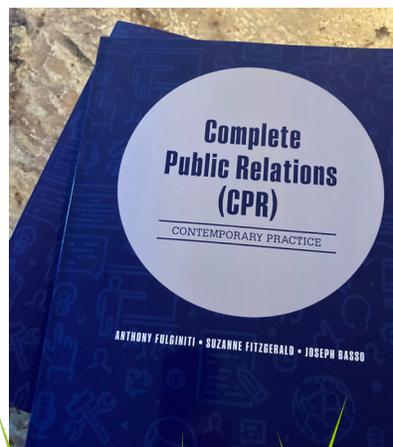
submit a 4+1 application form, writing samples, a statement of purpose and two letters of recommendation by March 1 of their junior year. The person writing the recommendation letter must send it directly to Dr. Kim. Admission requires a successful interview, minimum 3.25 GPA in the major and minimum 3.0 GPA overall. Visit the website or email kimb@rowan.edu for details.

New Releases from Rowan Professors

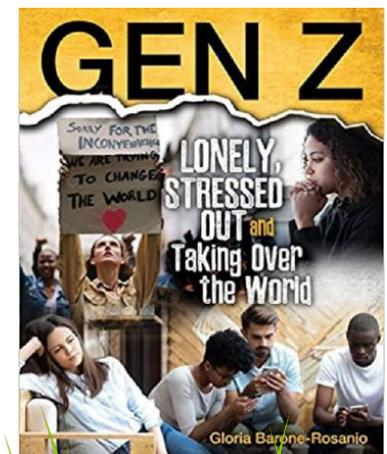
ISBN: 978-0-3675-6707-1



ISBN: 978-1-7924-0767-3



ISBN: 978-1-7924-5020-4



Student Spotlight



Kevin Stokes

Kevin Stokes currently works four jobs while attending our program full-time, meaning he takes five courses a semester to ensure he finishes in one year. This semester Kevin is taking Seminar II, Graduate Strategic Writing II, Online Public Relations, Case Studies and Program Planning and Strategic Visual Communications.

He graduated from Rowan with a Bachelor of Arts in Health Promotion & Wellness Management but knew he needed a competitive advantage to obtain his dream job. He looked at multiple master's programs, as the demand for a master's degree increases, and found Rowan's M.A. in Strategic Communication program provides the most knowledge in the field.

When asked how he likes the program, Kevin replied, "I thoroughly enjoy the program from the content to my professors in the program." After graduating in August 2021, Kevin hopes to find a job in the entertainment industry in a larger metropolitan area.



Courtney Mirrione

Courtney first came to Rowan as an undergraduate student and obtained her B.A. in Writing Arts in May 2020. She was unsure where to go with her career but knew she was interested in public relations, advertising, social media and communications. According to her, "When I looked into the [Masters of Strategic Communication program] and what it would entail- I knew it was the right thing for me. From the moment I started in the program, I knew this is what my career was meant to be."

Courtney currently takes three courses while working part-time and crafting her business plan. She is excited to learn more and intends to finish her degree in two years before moving into the PR field, preferably as a PR specialist or Social Media Manager for a celebrity or author. During the program she hopes to enter an internship to gain more field experience.

Professor Profiles

Professor Ed Moore

Professor Moore obtained a Bachelor's in English from Glassboro State College, Rowan's former name. He loves writing and journalism, but craved more variety. After two years, he returned for an M.A. in School Information Services, the previous name of the M.A. in Strategic Communication program.

He went on to Michigan, finding his future career working for two international public relations agencies. After about 10 years, Moore worked as an adjunct professor at George Washington University and Georgetown University. One of his last projects in the agency brought him to Philadelphia, where one of his graduate professors contacted him about teaching at Rowan. Moore worked at Rowan for 20 years before retiring in 2016 and now serves as a Professor Emeritus, teaching one or two courses a year. Moore was among the first to create online courses at Rowan.

Ed explains that an M.A. is, "essential if you want to lead a communication practice, counsel others on communication issues, and help organizations successfully navigate many issues." He also says Rowan offers a unique combination of theory and practice. Moore holds both the educational and professional background to guide our students through our master's program.



Professor Lisa Fagan

Professor Lisa Fagan obtained her B.A. in Communication with a concentration in Mass Media and Writing and an M.A. in Professional Communication from La Salle University. With six credits left to complete her degree, Showboat Casino in Atlantic City hired her as its Advertising Coordinator. She has worked in hospitality marketing, public relations and advertising, media, nationwide casinos, a world-class amusement park and municipal government.

Fagan grew up in Pitman and became a ¾ time Ad and PR professor in 2019 with no plans of leaving. When asked what Rowan offers, Fagan says, "I have now taught at six colleges for the past 11+ years . . . I see a real connection between our faculty and students that I do not see to this degree at other schools." She also believes our M.A. in Strategic Communication program is the closest to real life work in a higher education setting.

She says, "I may have to assign grades A-F, but I truly care about [the students]." Students describe her as approachable and caring. Fagan teaches Advertising Copywriting, Integrated Marketing Communication, Strategic Visual Communication and Sports, Events & Entertainment.



Alumni Angle



Omarey Williams

Omarey started the program back in 2008 but due to financial issues, he had to take time off to commit to full-time work. Though he intended to return in a year or two, this started his 12-year hiatus. He returned in Fall 2020 to finish his last nine credits.

During his time off he became involved in politics and government, working for the last eight years for Cumberland County as an aide to the County Commissioners, a Deputy Clerk and a Shared Service Coordinator. He assisted with campaigns, creating press releases and maintaining media relations. When Omarey started his new position in January 2020 and the pandemic seemed like it was never going to end, he realized he had time in his schedule to finally finish what he had started.

According to Williams, “The reason why I came back is because I understood the value of a degree from Rowan University.” He believes the use of real cases to teach strategic communication principles is a key part of the program’s success. Omarey has used what he learned in the program throughout his professional career and continues to do so.



Matthew Costanzo

Matt is the keynote speaker at the Spring Gala. He attended Rowan as an undergrad from 2009 to 2012 before entering the M.A. in Public Relations program and completed it in one year. He worked as the graduate assistant, was a member of several other organizations and earned the Donald Bagin Graduate Public Relations Award. Upon graduation, Matt began working for Lester Glenn Automotive Group, where he just celebrated eight years.

Matt joined the program because the undergraduate program made him thirsty for more knowledge and to hone his skills. When he went through the program he said, “guest lecturers from outside of academia that provided unique experiences, stories and challenged the classes to combine the skills we learned in class with the practicality of everyday utilization.”

Matt says that others should try the program because it equips individuals with both knowledge and practical application for the professional world. He says, “This approach applies to many areas, no matter the industry you work in. With the program size and attention provided, the relationships you make inside the classrooms with your fellow students and faculty will live on long past your graduation date.”

Colletti Presents at the First Virtual IPRRC



School Public Relations: An Examination of Student Perceptions on a University's Financial Aid Office, and its Strategic Communication Strategies

Author: Courtney Colletti



This year's 24th annual International Public Relations Research Conference (IPRRC) looked a bit different than previous years. Due to the ongoing COVID-19 pandemic, the board chose safety above all else and moved the conference to a virtual format. Graduate student, Courtney Colletti, was chosen to present her research on school public relations at this year's conference. Her thesis, titled, School Public Relations: An Examination of Student Perceptions on a University's Financial Aid Office, and its Strategic Communication Strategies, looks at student perceptions of the financial aid office, levels of financial literacy of students, what students want to see

improve and then put forth possible strategic communication strategies to do so. Courtney says, "It was a valuable opportunity for me as an emerging PR professional. They offered me so many great suggestions for future research and opportunities to connect with other leaders in our field."

According to her research, the most successful technique involves utilizing financial aid specific accounts, along with general university accounts, to share the abundance of complex financial information and upcoming deadlines. College students primarily use Instagram and Twitter, even for news, therefore this is a key target area to reach the target audience of any college

financial aid office. Courtney utilized her position as the creative assistant at the Financial Aid Office to put her hypotheses to practice. When compared with University of Delaware and Drexel University, Rowan students excelled in financial literacy and were happier with financial aid office communication. Students from other schools all recorded desires for financial aid specific social media accounts.

Other important results involve the best channel to share information and useful tactics for school PR practitioners. She was able to connect with the CEO of Paine Publishing; professors at Montclair University; the president and co-founder of SEO-PR and various others.

2021 Medallion Winners

Anthony J. Fulgitini Award for Excellence in Public Relations



Vanessa Livingstone

Basso-FitzGerald Medallion for Excellence in Strategic Communication



Grace Coulthurst



Leo Rodriguez

Anne Sceia Klein Professional Advisor Award for Outstanding Professionalism

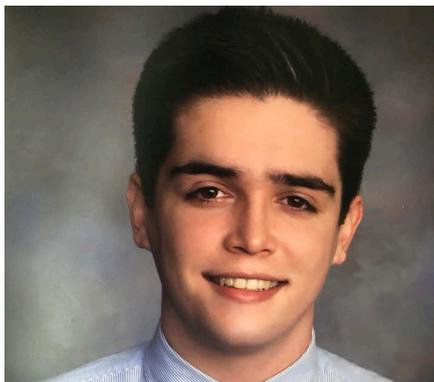


Camryn Hadley



2021 Medallion Winners

Hal Vogel Award for Excellence in Advertising



Nicholas Kowaleski



Chase Campbell

Donald Bagin Graduate Public Relations Award



Courtney Colletti

**Congratulations to Our Winners and All
Graduates of the Class of 2021!**



Master's Project Titles

Jason Lee: *The Votes Are In: The Political Influence Of Strategic Communication Messaging And Channel Selection Techniques On The LGBTQIA+ Community*

Gina Murphy: *Youtube Beauty Influencers: The Impact of Transparency on Consumer Engagement*

JJ McNelis: *The Use Of Strategic Messaging To Recruit Online Graduate Learners*

Traci Chappell: *COVID-19 And New Jersey Superintendents: Analyzing Communication Competency And Teacher Union Impact On The New Jersey Restart & Recovery Plan*

Rebecca Callaway: *Main Street Corporate Social Responsibility: Building Cross-Generational Small Business Loyalty Through Community Engagement*

Aysha Siddika: *Analyzing The Role Of E-health And Social Media In Mental Health Messaging Among Male and Female College Students*

Omarey Williams: *Strengthening Public Opinion: The Efficacy Of Strategic Communication Techniques On Local Government Engagement*

Brandon West: *Brand Loyalty In Film: The Cultural Impact Of Diversity And Inclusion Among Modern Disney Protagonists*

Kevin Stokes: *Instafamous: How Instagram Celebrities Impact the Political Views of Their Followers*

Kathryn Croskey: *Image VS Identity: Evaluating The Impact Of Digital And Physical Branding On Academic Library Reputation*

Courtney Colletti: *School Public Relations: An Examination Of Student Perceptions And Strategic Communication Techniques Of University Financial Aid Offices*

Diane Generao: *Telemedicine In The Era Of COVID-19: Evaluating Brand Messaging And Strategic Communication Techniques In Healthcare Organizations*



Summer 2021 Courses

IMC and New Media Overview

MAPR 01565 - CRN

Staff

3 Credits

Online

Graduate Media Metrics and Data Analytics

MAPR 01570 - CRN

Celine Hong

3 Credits

Online

Fundraising and Development

MAPR 30811 - CRN

Regina Audio

2 Credits

Online

Understanding/Writing Grant Proposals

MAPR 30812- CRN

Regina Audio

2 Credits

Online

Students can complete the 33 s.h. master's 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.

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