

Touch of Class

News About the Rowan University Graduate Public Relations Program

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Spring 2018

Moscattelli to Teach Strategic Public Affairs This Fall

This fall, the Master of Arts in Strategic Communication (MASC) program will offer “Strategic Public Affairs,” a three-credit, weekly elective course taught by Adjunct Professor John Moscattelli.

The Thursday evening course will look at strategic public affairs and, to some degree, international public affairs. Roles and responsibilities of government public affairs staffs in various departments and at various levels of government — federal, state, and local will be considered. Students will assess how other organizations — public and private corporations, non-profits and non-governmental organizations — interact with government agencies through their in-house or external consulting public affairs, public relations or lobbying resources. Students will also explore how interactions may be different in other parts of the world, and how different governments’ laws and policies might affect global corporations.

“Students should gain a broader understanding of and appreciation for the role of the professional public affairs function within government agencies, and how other organizations’ public affairs staffs or consultants interact with government agencies,” Moscattelli said.

Moscattelli on Strategic Communication

Fall 2018 will mark one year since the Master of Arts in Public Relations (MAPR) program changed its name to Master of Arts in Strategic Communication, reflecting the general trend of universities offering integrated programs that blend multiple communication disciplines, such as public relations and advertising.

“The transition to strategic communication recognizes the growing interrelationship and integration of the various communication functions involved in influencing publics. While functional skills are important, we will need social media content developers, media relations specialists, direct mail producers and advertising creative teams, for example,” Moscattelli said. “These communication functional subsets require cohesive, coordinated direction to ensure timely delivery and consistency of messages. Strategic Communicators will understand the strengths and utility of each, and blend them in campaigns designed to most effectively achieve organizational communications objectives and business goals.”

About Professor Moscattelli

Professor Moscattelli is an accomplished public relations counselor with more than five decades of experience. John has extensive experience in crisis communications, media relations, product publicity and promotion, community outreach, internal communications, spokesperson training and video production, and is an accomplished speech and script writer. He has been intimately involved in strategic communications planning for major acquisitions, mergers and divestitures, relocations of corporate headquarters, and internal and external communications for major corporate structure changes.

See page 5 for more information about the Strategic Public Affairs graduate course.



John Moscattelli, APR, Fellow PRSA, has been a Department of Public Relations and Advertising adjunct professor at Rowan University since March 1990. In 2010, Moscattelli was named PR Professional of the Year by the Public Relations Society of America’s New Jersey chapter.

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CEPR Certification in
Education for
Public Relations

Master Class: “Employees’ Use of Social Media On and Off the Job”

About the Program —

Established in 1967, the Master of Arts in Strategic Communication (founded as Master of Arts in Public Relations, or MAPR) program has helped students build careers in public relations and its related fields. The program emphasizes writing, research, problem-solving and planning. Students can choose from three foci: corporate public relations, educational public relations, and public affairs.

Our program recognizes the distinct needs of our students. Its flexible structure allows students to attend full time or part time — or take only one course at a time. Its convenient online and evening classes accommodate students who work full time.

All graduate faculty members serve as acting practitioners — ranging from consultants, trainers, planners, and researchers. They work directly with experienced educators and practitioners in public relations, public affairs, and integrated marketing communication.



The 2018 Rowan University Department of Public Relations and Advertising Master Class panel on Wednesday, April 4, 2018, at the 301 West High Street Art Gallery. Panelists, from left to right: Marie Moke, HR Manager, Church & Dwight Co, Inc.; Joseph Basso, APR, Ph.D., J.D., Professor; Amy Dinning, Senior Learning and Talent Development Leader, ARRIS; and master class moderator, Edward H. Moore, APR, Professor Emeritus.

Social media has become just as important, if not more, than some of the longstanding responsibilities of a strategic communication practitioner. As companies continue to become more accepting of this change, they often are faced with challenges regarding employees' personal social media usage.

“I think companies are still getting their arms around social media,” said Amy Dinning, ARRIS Senior Learning and Talent Development Leader. “At my company, we talk about our employees being ‘brand ambassadors.’ They should be. If the company is condoning social media involvement, then it must figure out how to harness that and benefit from it.”

While social media can offer companies many pros, such as easy targeting of niche audiences, it can also carry equally as many cons.

“This generation entering the workforce is fearless when it comes to social media, but it is also reckless. That’s the biggest challenge,” said Joseph Basso, APR, Ph.D., J.D., Professor. “It’s daunting. Companies are so afraid of the potential miscommunication that comes along with social media.”

The Bagin Education Foundation sponsored the master class and provided refreshments, courtesy of Gourmet Dining. Founded in 2006, the Foundation honors the late Dr. Donald Bagin, a long-time professor and founder of the Public Relations program at Rowan University.

Master Class Thesis

We have all read about the challenges facing organizations when it comes to employees' personal use of social media. There is no shortage of headline-generating horror stories when people get controversial online and it becomes connected to the company. This panel looked at emerging trends public relations folks should focus on concerning employee use of social media on and off the job. Companies have developed specific written policies to try to control their employees' use of social media. Some try to ban it. Others take a more reasonable approach, advising employees to avoid controversial topics or warning them to never identify themselves as a company employee in postings. This seems like a legal minefield. The master class panel addressed this topic, featuring experts in law, human resources and public relations.

Rowan CCCA Honors Four MASC Students

The College of Communication and Creative Arts honored four Master of Arts in Strategic Communication graduate students collectively across two ceremonies on Saturday, April 21, and Sunday, April 29, at the sixth annual Student Awards & Showcase and the PRSSA, Ad Club and AAF 2018 Spring Gala, respectively.

Medallions

- **Donald Bagin Graduate Public Relations Medallion**
Matthew Rappa

Awards & Scholarships

- **Bagin Educational Award,**
Zipporah Gilmore
- **Bagin Educational Foundation Memorial Scholarship,**
Jasmine Opher
- **Outstanding Graduate Student Award,**
Christopher Tygar



Graduate students Matthew Rappa (left) and Jasmine Opher (above) with Dr. Suzanne FitzGerald, Chair, Department of Public Relations and Advertising, at the sixth annual CCCA Student Awards & Showcase on Saturday, April 21, 2018. (Not pictured: Christopher Tygar, Zipporah Gilmore).

Rowan MASC's Two Certificates of Graduate Study (COGs)

School Public Relations (9 credits)

- School Public Relations
(3 credits)
- Graduate Strategic Writing I
(3 credits)
- Introduction to Graduate
Strategic Research
(3 credits)

IMC and New Media (9 credits)

- IMC and New Media
(3 credits)
- Online Public Relations
(3 credits)
- Introduction to Graduate
Strategic Research
(3 credits)

Senior Privilege

- Obtain your bachelor's and master's degrees in as early as five years.
- Take up to six master's credits while an undergraduate student. (3.0+ GPA required)
- Non-matriculated students may take up to nine credits.

Program Application Deadlines

Fall 2018: Wednesday, August 1
Spring 2019: Thursday, Nov. 1
Summer 2019: Monday, April 1

Apply online at
www.rowanu.com/programs

Get Involved —

Use and practice skills you acquire in the classroom. Take advantage of Rowan's student organizations.

PRSSA stands for Public Relations Student Society of America. Rowan University's PRSSA chapter, named after Professor Anthony J. Fulginiti, earned the Star Chapter Award at last year's National PRSSA conference. Then-President Katarina DeFelice also earned the Gold Key and Presidential Citation awards.

PRSSA allows you to network with industry professionals, pursue potential jobs and complete portfolio work.

PRaction is Rowan University's award-winning student public relations firm. PRaction works within the Anthony J. Fulginiti PRSSA Chapter to give students hands on public relations experience. The firm helps clients meet their goals by developing strategic communication campaigns, as well as providing various services from its Research, Creative, Promotions & Events and Media departments.

Lambda Pi Eta is the official honorary society for communication students. It requires students to become active in the communication field and supporters of their program.

Connect With the Graduate Assistants



Rowan University's Department of Public Relations and Advertising 2017-18 Graduate Assistants Matthew Rappa (left) and Christopher Tygar (right) at the Spring Career and Graduate School Fair on Wednesday, Feb. 21, 2018, in the Rec Center. For the Master of Arts in Strategic Communication program, Rappa served as writer and editor of its newsletter, "Touch of Class," while Tygar focused on planning and coordinating special events.

Matthew Rappa

"Soon after switching from engineering to journalism during my undergraduate studies, I knew the College of Communication and Creative Arts was the perfect fit. The master's program faculty was so helpful in teaching me strategic communication concepts and tools needed for real-world success."

Undergraduate Education

- B.A. in Journalism, Rowan University, Dec. 2016

Work Experience

- Marketing Intern, Jefferson Health - NJ
- Admin. Assistant, Five Star Senior Living
- Managing Editor, SportsTalkPhilly.com
- Copy Editor, The Whit
- Summer Intern, U.S. Senator Menendez

[in/mattrappa](#)



Undergraduate Education

- B.A. in Public Relations, Rowan University, May 2017

Work Experience

- Public Relations Intern, Power Home Remodeling
- Student Worker, Office of Media and Public Relations, Rowan University



[in/chris-tygar-039125b3/](#)

Christopher Tygar

"I was originally a journalism major at a community college, and when I transferred to Rowan, I changed to public relations.

I love Rowan, which is why I decided to come back for my master's degree in strategic communication. I have a lot of friends who went through this program and enjoyed it. They recommended it to me."

Fall 2018 Courses

Monday

Graduate Strategic Communication Overview

Dr. Alison Novak
301 High Street, Room 216
3 credits

CRN: 44661
6:30 p.m. - 9:15 p.m.

This is an overview of the relationships between an organization and its publics. Development of understanding among them is stressed. The course presents the theoretical foundation of public relations and outlines techniques of structured communications between an organization and its publics.

Tuesday

Introduction to Graduate Strategic Communication Research*

Dr. Bokyung Kim
High Street, Room 216
3 credits

CRN: 44660
6:30 p.m. - 9:15 p.m.

A study of the research process as it relates to the task of writing a communication thesis. Emphasis will be placed on the four standard, accepted types of research. Students will examine the unique purposes, features, procedures and uses of each research type, using the information as the basis for creating a thesis proposal. * *available online via special indep. study (CRN: 45299)*

Wednesday

Graduate Strategic Writing

Dr. Ashley Pattwell
High Street, Room 216
3 credits

CRN: 44659
6:30 p.m. - 9:15 p.m.

Students will learn how to prepare effective news releases, to edit the way professional writers do, to gain readers' attention by writing effective leads, to write reports, memos and letters that communicate effectively, and to prepare and place feature stories for newspapers, journals and magazines.

Thursday

Strategic Public Affairs

John Moscatelli
Enterprise Center, Room 514
3 credits

CRN: 44655
6:30 p.m. - 9:15 p.m.

This course will examine roles and responsibilities of government public affairs staffs in various departments and at various levels of government. Students will assess how other organizations (public and private corporations, non-profits and NGOs) interact with government agencies through their in-house or external consulting public affairs, public relations or lobbying resources.

Online

Organizational Public Relations Management & Counseling

Professor: TBA
3 credits

CRN: 44617
Oct. 23 - Dec. 17

Students will learn about the composition of PR departments, the steps necessary to manage a public relations department and accepted methods to establish budgets in a public relations shop. Students will be expected to analyze the economic realities surrounding the practice of public relations in a variety of settings. For the first time, there will be a concentration on public relations counseling, media training and rehearsal, and media relations.

Touch of Class Staff —

Writer and Editor:

Matthew Rappa

Graduate Assistant

rappam61@students.rowan.edu

Advisors:

Dr. Suzanne FitzGerald

Department Chair

sparks@rowan.edu

Dr. Bokyung Kim

Graduate Advisor

kimb@rowan.edu

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

*Congratulations to the
Class of 2018!*



Rowan University
COLLEGE OF COMMUNICATION
& CREATIVE ARTS