

Touch of Class

News About the Rowan University Graduate Public Relations Program

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Dr. Pattwell on Strategic Communication

Dr. Ashley Pattwell began teaching public relations and advertising undergraduate courses at Rowan University in the fall of 2016, and Masters in Strategic Communication (formerly Masters in Public Relations or MAPR) graduate courses the following summer.

Pattwell has taught two graduate courses thus far in the master's program, "Using Electronic Media in Public Relations," which focused on how video production is used in public relations, particularly on owned media channels, and "Techniques in Communication," which centered on developing both the strategic and tactical skills needed to be a successful public relations writer.

Pattwell will teach "Techniques" again next fall under its new name, "Graduate Strategic Writing," with the program continuing its transition to strategic communication. Pattwell believes the new focus is "great for graduate students" and helps to "distinguish the program" from Rowan's undergraduate offerings.

"A more holistic understanding of communication and how to make strategic choices in writing and campaigns will position our students

well for the many demands of the field," Pattwell said.

Pattwell believes one of strategic communication's biggest strengths is that practitioners approach their work from an "integrated place," as public relations, advertising, marketing and branding are not "silo disciplines."

"Based on my industry experience, I think [transitioning to strategic communication is] a smart, strategic move," Pattwell said. "Since our department has expertise across a wide variety of areas, it makes sense to grow the graduate program to encompass a wider range of practices."

Pattwell advises Rowan's Ad Club and the National Student Advertising Competition team under the American Advertising Federation (AAF). Each year the AAF partners with a major corporate client — this year's is Ocean Spray — to challenge over 200 college chapters across the country to develop an integrated marketing campaign to solve a real-world situation facing the company. The team will pitch its campaign at the district level in New York City this April.

CEPR Certification in
Education for
Public Relations



Dr. Ashley Pattwell, Assistant Professor,
B.A. Muhlenberg College,
Ph.D. Drexel University

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Program Students, Alumni Connect Via 'Mentor Night'

About the Program —

Established in 1967, the Master of Arts in Strategic Communication (formerly 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.



“Mentor Night,” held in the 301 West High Street art gallery on Tuesday, Nov. 28, offered graduate students of Rowan University’s Master of Arts in Strategic Communication program expert advice from alumni and professionals within the field.

Following opening remarks by Dr. Suzanne FitzGerald, department chair, and Dr. Bokyung Kim, graduate advisor, students and mentors networked and partook in one-on-one discussions. Mentors offered advice regarding building your personal, online brand, job searching and tips to ensure immediate and long-term success after graduation.

“It’s awesome to see the support Rowan University alumni have to offer,” MAPR student Kevin Rider said. “The mentors provided great advice and networking opportunities. I now have the tools to choose which path I want to take in the public relations industry.”

This event was made possible by the Bagin Education Foundation, founded in 2006 by the late Dr. Don Bagin, a long-time professor and founder of the Public Relations program at Rowan University.

The Rowan MAPR program would like to thank the following mentors and alumni for their attendance: Pamela A. Sweeney Boyd, David S. Burgin, Kimberlee Cirillo, Kathleen J. Corbalis, Jennifer Johnston, Daniel M. Lockwood, and Greg Potter.

Save the Date

Monday-Saturday, March 12-17, 2018: Spring Break (No Classes)

Friday, April 13, 2018: Comprehensive Exam, Writing Portion, 9 a.m. - 4 p.m.

Monday-Tuesday, April 16-17, 2018: Comprehensive Exam, Oral Portion

Thursday, April 26, 2018: Semester Classes End

Sunday, May 6, 2018: University-Wide Commencement Ceremony, 4 p.m.

Wednesday, May 9, 2018: CCCA Commencement, 10 a.m.



Panel Stresses Importance of Study Groups



Rowan Master of Arts in Strategic Communication's Comps Panel, featuring alumni Rosie Braude Esposito, Gregory Potter, and Nicole Hurban at the 301 West High Street art gallery on Tuesday, Feb. 13, 2018. The panel offered current students advice regarding succeeding on the comprehensive exam and completing the master's thesis.



Rosie Braude Esposito, Office of Media and Public Relations Assistant Director, Rowan University; Vice President, PRSA Philadelphia

“Looking back, the comps and thesis were so valuable. When you finish, you can honestly say, ‘you know all of that information about public relations.’ Have a study group. It will make it a lot easier. Look at the previous tests; they will have similar questions and you can practice writing your answers.”



Gregory Potter, Executive Director of University Relations, Widener University

“The value in study groups, related to theory and case studies, is the interpersonal dialogue — utilizing your peers to have conversations and talk through the exercises. The more you do that, the more confident you become and the more information you are able to absorb. One of the things that worked in my group is to be very organized — make sure you are attacking certain areas while covering all the bases.”



Nicole Hurban, Rowan Master of Arts in Strategic Communication program alumna, '17

“Get together and talk to people so you can work out scenarios with each other. It is generally all groupwork in this field. You are always collaborating with somebody else. Collaborate as much as you can now, because it is not going to change. This is what you are going to be doing, so you might as well take advantage of it and get used to it.”

Rowan MAPR'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

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

Apply online at
<https://rowanu.com/programs>

Summer 2018 Courses

Tuesday, May 1 - Monday, June 25

IMC and New Media

Professor: Dr. Joseph N. Basso
3 credits

Online
CRN: 30051

This online course teaches students how to successfully communicate IMC messages online. In addition, new rules of online marketing such as guerilla and viral marketing will be discussed. Students will also study how to use blogs, podcasts and other digital communities for effective communication in the new online environment.

Monday, June 4 - Thursday, June 7

Crisis Public Relations

Professor: Dr. Alison Nicole Novak
301 High Street, Room 216
1 credit

MTWR
6 p.m. - 9 p.m.
CRN: 30040

Students will learn how to anticipate crises and how to plan a communications program that works during a crisis. Working with internal and external audiences before, during and after a crisis will be covered.

Monday, June 11 - Thursday, June 14

Planning/Conducting Special Events

Professor: Dr. Olga Vilceanu
301 High Street, Room 215
1 credit

MTWR
6 p.m. - 9 p.m.
CRN: 30041

This course will survey the problems and solutions surrounding the staging of special events and workshops in the practice of public relations. events like ground-breaking news conferences, dignitary visits, seminars, anniversary celebrations and many more pose planning and implementation problems for the practitioner. Students will anticipate and solve these problems and have the option to make plans of their own for upcoming events. Included will be budgeting, involving the audience in planning, choosing sites, working with speakers and evaluating the event workshop.

Monday, June 18 - Thursday, June 21

Understanding and Writing Grants and Proposals

Professor: Dr. Alison Nicole Novak
301 High Street, Room 216
1 credit

MTWR
6 p.m. - 9 p.m.
CRN: 30042

Students will learn where to get grants, how proposals are evaluated and how to write and present proposals.

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

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