

Touch of Class

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Fall 2012

Layton Looks to the Future //

An interview with current graduate student, Paige Layton

Q: Where do you currently work and what is your position?

I currently work at Joeys Unique Boutique in Marlton, NJ as an assistant buyer and sales associate.

My responsibilities not only include meeting weekly sales goals but I additionally work more behind the scenes of the business. I oversee all the advertising and marketing that we do in the local community, especially through *South Jersey Magazine*.

I update and control all of our social media such as Facebook, Twitter and Pinterest. Additionally, I create and send out weekly Constant Contact email blasts and newsletters to all clients.

My major responsibility at Joeys is buying. I make sure that the store has inventory. I travel throughout the year to Manhattan, NY and meet with various vendors that we carry in our store and order season to season.

Q: Did you start graduate school immediately after getting your undergraduate degree?

Yes. I applied for graduate school before I even graduated with my undergraduate degree. I knew graduate school was the next step for me in my education.

Q: What type of career, if different from your current, do you hope to have after graduation?

Ideally, I would love to work at an advertising agency. The fashion industry is a passion of mine, but in the long-run I would love to be an Account Executive at a big agency. I love everything entailed in the creative side of advertising and feel that it would be the perfect place for me to utilize not only my creative skills, but also my writing and communication skills.

Q: How do you think the PR program will help in attaining this goal?

First and foremost, I believe the PR program at Rowan has taught me to write well. In addition, I feel that my verbal skills are equally as strong.

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Paige Layton

MAPR Update //

Mentor Night

The MAPR program will host its annual Mentor Night on Tuesday, December 11, in the Hollybush Mansion at 6 p.m.

Current students in the MAPR program meet and network with practitioners-- many of them alumni-- working in the public relations field. Each student is paired with one practitioner that works in a specific industry the student wants to pursue in the future.

Those attending have the opportunity to network and enjoy refreshments before sitting down to engage in a one-on-one conversation between student and mentor.

Students come prepared with questions to ask their mentors, allowing the students the opportunity to gain a better insight into a specific field.

Many of the mentors were students in the MAPR program and return to campus to provide current students with knowledge and experience gathered from their careers.

Mentors Scheduled

Currently ten confirmed mentors will attend Mentor Night:

Maureen Bennett

Senior Marketing and Media Relations Specialist, *Summit Medical Group*

Mike Walsh

Senior Communications Manager, *Law Firm of Schnader Harrison Segal & Lewis LLP*

Jake Farbman

Director of Communications, *NJ Council of County Colleges*

Ralph DeSimone

Senior Marketing Manager, *Executive Health Resources*

Robert Ambrose

Former casino executive and hospitality and gaming consultant

Also Attending

Suzanne FitzGerald, Ph.D., APR

Chair & Professor

Edward H. Moore, APR

Professor

Joseph Basso, Ph.D., J.D., APR

Associate Professor

Kathy Corbalis

Executive Director of College Relations, *Atlantic Cape Community College*

Jennifer Johnston

Senior Communications Manager, *Christiana Care Health System*

Diana Gervasi

Manager of Marketing Communications, *South Jersey Healthcare*

Ryan Dawson Fuerman

Consultant in the Pharmaceutical Industry

Diane Holtzman

Assistant Professor, *The Richard Stockton College of New Jersey*

Larry Litwin, APR

Associate Professor

John Moscatelli, APR

Adjunct Professor



Students and professors discussing the MAPR program at the Graduate Get-Together

Graduate Get-Together

The MAPR program hosted a graduate get-together on Tuesday, September 18. Students and faculty of the MAPR program attended the event.

The get-together allowed students and faculty to introduce themselves and meet the other people in the program. It also allowed students to ask the professors questions about an array of topics ranging from the comprehensive exams taken in the spring semester to registering for the different Certificate of Graduate Studies (COGS) offered by the MAPR program.

Spring 2013 Module Snapshots //

Crisis PR

The course will provide students with an introduction to crisis public relations. The objective will be to provide students the opportunity to anticipate and prepare for a crisis; to develop a communication plan and participate in media interviewing.

During the course, students will understand that how a company or individual responds to a crisis is critical to its public image and reputation. In the end, the success and cost of a crisis is measured by the preparation and way the crisis is managed and communicated.

Students will receive crisis scenarios and respond to the situation. The class will discuss and review the scenarios to enhance learning.

Ray V. Daiutolo Sr, APR, corporate communications officer for the United States Postal Service will teach the course.

(Meets January 23 - February 20)

Hospitality Management

This graduate course identifies the Hospitality industry through a broad range of its separate business units that include: lodging, food & beverage, casinos, restaurants, spas, retail and entertainment. They are often operated as a single business segment; but when placed together they form the components of a hospitality resort, destination or lifestyle experience.

Students will learn how the industry is guided by fundamental business models and strategic marketing plans. They will see how the hospitality industry and technology have developed a sophisticated infrastructure that communicates with internal and external customers, drives the marketing initiatives, improves customer service and monitors the bottom line.

On completion of this course, the students of Hospitality Special Topics can apply the knowledge gained in direct employment within the hospitality environment or in a related industry that maintains a working client relationship with the hospitality industry and/or one of its business segments.

Robert Ambrose, a former casino executive, hospitality & gaming consultant and freelance writer will teach the course. Ambrose is also a member of the editorial advisory board for Casino Enterprise Management Magazine.

(Meets February 27 - April 3)

B2B Marketing Communication

This course focuses on providing PR and communications students a basic understanding of how a for-profit businesses plan is developed and executed. It introduces business strategy concepts and how we measure a plan's success.

The course exposes students to the basics of strategic planning, budgeting and measuring the success of a business in financial terms. Understanding the basics of what drives a business will help communicators better support executive management in telling their story to the target audience.

The course will draw largely on examples from B2B (Business-to-Business) companies. While we are all familiar with B2C (Business-to-Consumer) companies, B2B is much larger, accounting for more than half of all economic activity in the major industrialized countries. A 2003 study sponsored by the Business Marketing Association estimated that business-to-business marketers in the United States spend about \$85 billion a year to promote their goods and services.

Lukas Guenthardt, an executive with 19 years of experience in the capital goods industry, will teach the course.

(Meets April 10 - May 8)

Spring Schedule //

Monday

6:30-9:00 3 Credits Adv Techniques in Communication

Tuesday

1:45-4:30 3 Credits Seminar

4:45-7:15 3 Credits Seminar

7:25-10:00 3 Credits School Public Relations

Wednesday (Modules)

6:30-9:00 1 Credit Crisis PR (*Meets January 23 - February 20*)

6:30-9:00 1 Credit Special Topics in PR: Hospitality Management (*Meets February 27 - April 3*)

6:30-9:00 1 Credit Special Topics in PR: Business to Business Marketing Communication (*Meets April 10 - May 8*)

Thursday (Modules)

6:30-9:00 1 Credit Graduate Case Studies in PR (*Meets January 19 - February 16*)

6:30-9:00 2 Credits Public Relations Planning (*Meets February 23 - May 3*)

Friday

6:30-9:00 3 Credits Internship

Download the
spring 2013
schedule to
your phone or
tablet!



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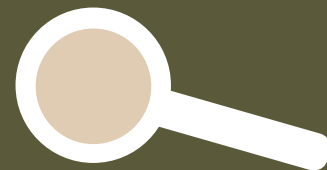
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