

# Touch of Class

News About the Rowan University Graduate Public Relations Program

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## An Interview with Alumnus Eric Henry

*Recent grad finds work in Glassboro*

### INSIDE THIS ISSUE:

Interview with Alumnus 1

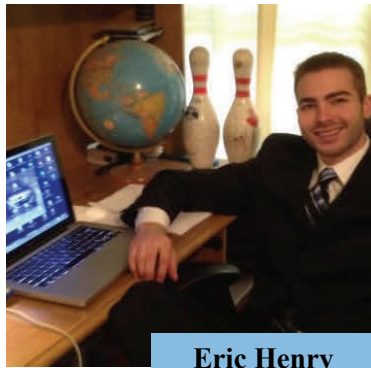
New Special Topics Course 2

MAPR Welcomes International Student 2

MAPR Summer Courses 3

2014 Spring Schedule 3

Mentor Night 4



**Eric Henry**

Eric Henry found a full-time job right here in Glassboro after completing the Master's Program in Public Relations at Rowan University.

In four years, Henry earned his bachelor's degree at Rowan in Political Science.

After graduation in 2012, Eric went straight into the master's program.

While in the MAPR program, Eric worked at Target making his way up from floor sales to a team member. Eric helped the team meet corporate's logistical goals for the sales floor.

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

I work at Bellia Print and Design as a marketing specialist. I began working here in June of 2014, so I was right out of the program.

I actually got the job because of a former alum asking Dr. FitzGerald if she knew anyone who would be interested. I didn't have to go through the job search process so I was pretty lucky.

### **Q: What are some of your job responsibilities?**

A typical day for me involves generating as many sales leads as possible. In order to generate sales leads, I make cold calls to businesses to see if they are interested in the products Bellia offers. I also foot canvas and attend networking events to find prospective buyers.

### **Q: Why did you choose to study public relations here at Rowan?**

I decided to study this field because I was interested in corporate communication. I knew Rowan's public relations program had a great reputation in the field. I originally planned on doing the one-year program but I completed it in two years. The flexibility of the program allowed me to adjust progress to meet my schedule.

### **Q: What did you hope to get out of the MAPR program? Were you prepared for your job?**

I wanted to learn how to take advantage of all the communication media available to us in the present day. Technology changes all of the time; this program definitely fulfilled what I wanted to learn. If you work hard, you will succeed.

### **Q: What did you find most rewarding throughout the MAPR program?**

I found that bolstering my writing skills was most rewarding to me while I was in the PR program. If you can write well, you sound more intelligent and can succeed in the market place.

### **Q: What is your advice for current MAPR students in the program?**

My biggest piece of advice is to start networking immediately. Meet as many people as possible who might be able to recommend you for a position once you graduate. Keep their business cards and find them on LinkedIn. Don't hesitate to contact them once the job search starts.



## New Special Topics Course: How Media Affect Reputation

The MAPR Program has recently created a new special topics course, How Media Affect Reputation. Pat Quigley, media relations, created and is teaching this special topics class of approximately 10 students who meet every Wednesday night.

### Class expectations

How Media Affect Reputation examines reputation management issues in the context of media relations, mass media and social media.

The 10 students in the course will study the roles of what journalists do and how to work with them. The course will also go over what PR professionals do in these areas.

This class will include guest speakers throughout the semester with weekly activities and frequent

presentations. The course will be broken down into a mid-term, final exam and a final project.

“I really enjoy this class because it offers insight to how journalists and PR practitioners work together. I especially enjoyed our media panel. We got the opportunity to talk to journalists from *Courier-Post* and PR practitioners from all industries. The experience was great because we got to ask questions, as well as network.”  
-Grace Shao, student

### About Patricia Quigley

Patricia Quigley, also known as Pat, is an award winning public relations professional and journalist. Pat has

held her job title, Assistant Director of Media & Public Relations for almost 16 years working with various colleges on campus. She has also worked as an adjunct PR Professor for the University since 2011. Currently Pat handles media relations for the College of Engineering, the College of Business, the science departments in the College of Liberal Arts & Sciences and the South Jersey Technology Park. Pat also writes for *Rowan Magazine* and local newspapers including the *Philadelphia Inquirer* and *Courier-Post*. Quigley has also written numerous speeches here at Rowan.



## Rowan MAPR Program Welcomes International Student

Henna Bobby is not your typical master’s student. She has traveled half way around the world to pursue her degree in Public Relations.

Henna is 25 years of age and was born in Kerala, India, one of the most sought after tourist destinations in the world. She completed her bachelor’s in English Language and Literature and her Masters in Communication at Madras Christian College, one of the oldest universities in India. After college, Henna pursued a career at McKinsey & Company in India for two years then realized she wanted to further her studies in the United States.

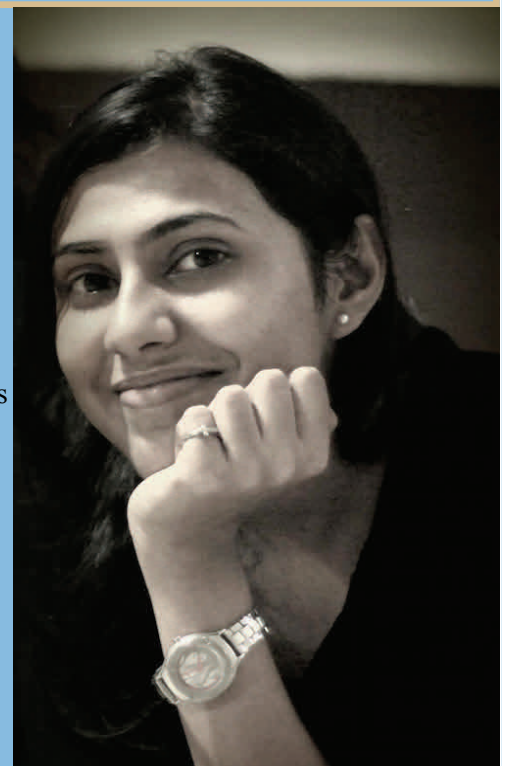
Henna started her career as an editor for the company then found herself getting more involved in organizing events and writing

newsletters so she wanted to gain expertise in those areas.

Henna’s family here in the states suggested Rowan. After looking into the department, faculty and the program, she decided to complete it in one year.

Now adjusted after her travel, Henna said Glassboro feels like a new home. She is very involved in Rowan’s International Club. The Club hosts movie nights, themed parties and even short trips to Philadelphia.

Henna hopes to find an internship during her schooling before moving back to India. When she returns home she hopes to rejoin the team at McKinsey & Company.



# MAPR Summer Courses

The department will offer three modules for summer. Start planning ahead now!

### **Crisis Public Relations with Professor Daiutolo**

This course is designed to provide students with an introduction to crisis public relations. Professor Ray Daiutolo will provide 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 how a company or individual responds to a crisis is critical to its public image and reputation. Students will receive crisis scenarios and the opportunity to review and respond throughout the one-credit course.

### **Health Care Public Relations with Professor Rosanio**

Health care is a diverse field expected to see strong growth, with communication openings in this field expected to outpace positions in other industries. Students will recognize the complexity of health care public relations and explore how to successfully meet the diverse communication needs of multiple health care audiences.

They will also apply the variety of techniques and tactics used by health care public relations practitioners in the performance of their duties and responsibilities.

Students will learn major responsibilities including campaign research, planning, implementation and evaluation.

Students will work on the following modules: Health Communication Challenges, Health Communication Campaigns, Health Communications in the Digital Age and Crisis Communications and Ethical Concerns.

### **Internal Communication with Professor Uddyback**

No matter what the industry or sector, effective communication is crucial to the success of any organization. Internal Communications is an interactive course that will offer students a view of the practice. Students will examine the challenges faced by practitioners on a daily basis and identify the best practices for internal communications.



## 2014 Spring Course Schedule

| Monday   |           |                     | Thursday                                    |           |                     |
|--|-----------|---------------------|---|-----------|---------------------|
| Advanced Techniques in Communications          | 3 credits | 6:30 p.m.–9:15 p.m. | Public Relations Planning<br>Feb 26 —May 11 | 2 credits | 6:30 p.m.–9:15 p.m. |
| Tuesday  |           |                     | Internship                                  | 3 credits | TBD                 |
| Seminar in Public Relations                    | 3 credits | 2:00 p.m.-4:45 p.m. | Online                                      |           |                     |
| Seminar in Public Relations                    | 3 credits | 5:00 p.m.-7:45p.m.  | School Public Relations<br>Jan 6—Mar 2      | 3 credits | Online              |
| Thursday                                       |           |                     | Online Public Relations<br>Mar 3—Apr 27     | 3 credits | Online              |
| Graduate Case Studies in PR<br>Jan 22 – Feb 19 | 1 credit  | 6:30 p.m.-9:15 p.m. |   |           |                     |

# MAPR Hosts Annual Mentor Night

On November 18, students from the MAPR program gathered in Campbell Library to meet with PR professionals for the program's annual Mentor Night.

On Mentor Night alumni come back to meet and network with students. Students are paired with a practitioner who has expertise in their area of interest.

Refreshments were served in a relaxed setting where the students engaged in one-on-one conversations with their mentors.

Our 2014 mentors included: Rosemary Braude, Media & Public Relations at Rowan University; Stephanie Cristino, Vindico Medical Education; Ray Daiutolo, United States Postal Service; Don Dunnington, Coperion K-Tron; Diana Gervasi, Inspira Health Network; Jennifer Johnston, Christiana Care Health System and Marisa Sharkey, Independent Consultant.

The Bagin Education Foundation sponsored this event.



From Left: Mentor Diana Gervasi and student Kimberlee Cirillo



From Left: Student Courtney Rice and mentor Jennifer Johnston



From Left: Student Jamie Lambe and mentor Stephanie Cristino

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Group photo