

Touch of Class

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Incoming student perspective: Matthew Costanzo

Matthew Costanzo, a dual major in Advertising and Public Relations, will complete his undergraduate degrees this year – in three years, rather than the traditional four.

Finishing his degrees early has not limited Costanzo's involvement with Rowan: he has served as editor in chief of Rowan's yearbook, *The Image*, worked as a Program Assistant for the department of University Advancement, worked as a graphic and web designer for the Dean's Office of the College of Liberal Arts and Sciences. He also served as Account Manager for PRaction and as Team Leader for the student-run advertising agency, Ad-Dynamics.

We asked Costanzo to tell us about his time at Rowan and what he hopes to gain from the PR Master's program.

Q. Why do you see PR as a good complement to your Advertising degree?

A. I took an intro to PR course my freshman year, and I began to appreciate the strategic thinking that goes into public relations. Something about having the ability to make an improvement for a client or personal business by using your words and thoughts (and the actions that help follow up your ideas) intrigued me.

Q. Why did you decide to get an M.A. degree right after your undergraduate degree?

A. Finishing my undergraduate degrees early was a major factor

in my decision.

Aside from that, I believe that with the state of our economy, showing that you have mastery of a subject (at least in an educational context) is paramount. I wanted to gain a better understanding of a subject that I hope one day my life will revolve around. The knowledge and status attained from a graduate degree will make me a solid candidate for future employment opportunities.

Q. Why did you choose the Rowan M.A. in P.R. program specifically?

A. Coming through the program as an undergraduate and getting to meet most of the faculty members was the major contributing factor to staying at Rowan. Our professors are phenomenal and genuinely care about the students. I don't think that is something you will necessarily find at any institution.

The networking with other graduate students and alumni that came through the program is huge as well. I also think the course structure and specific nature of some the courses allow you to have a specialization in several areas across PR.

Q. What type of career do you hope to have after graduation?

A. I plan on wearing multiple hats. Ideally, I would like a position that combines my knowledge of advertising, layout

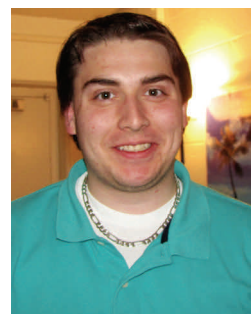
and design with my educational experience in PR. I see myself working for a smaller, boutique type of agency.

Corporate social media interests me as well. I interned at a social media marketing agency last summer and can definitely see myself doing something in the social media field.

Q. What skills do you hope to learn in this program that will be beneficial in your future career?

A. I'm looking forward to strengthening my writing skills. If you're a strong, strategic writer, you can go into almost any field and find success. I can almost hear Professor Fulginiti saying it now: "Words hold power."

Thinking strategically is another skill I plan on strengthening. Listening to my professor's stories and hearing about their experiences provides a better learning experience than any book ever could. I am really looking forward to starting my first semester in the MAPR program in the fall. ■



Matthew Costanzo

Graduates Give Comps and Thesis Tips

On Tuesday, February 7, four graduates of Rowan's Master's in Public Relations program returned to campus to share their experience and advice with current students.

Gregory Richter, Brian Nicholas, Rosie Braude and Katrina Stier arrived with piles of comprehensive exam study materials and helpful tips about preparing for the exam.

Students were especially interested in hearing how the graduates juggled writing their theses while studying for the comps and finishing assignments for their normal courses.

All four graduates on the panel agreed that Rowan's classes had been a great preparation for the comps,

and advised current students not to panic about the test. However, they all pointed out that being over-prepared is better than being stumped by a question on the day of the test, so extensive studying is a must.

The panel recommended creating small study groups to help each other review the wealth of information covered on the exam. They also recommended each group member choose an "area of expertise" so each person could contribute something different to the group. And of course, they strongly discourage trying to cram at the last minute—each graduate encouraged students to study a little bit over a long period of time.

Besides giving the standard test tips like

making flash cards to typing up study guides, the graduate panel pointed out some Rowan-specific test tips as well. They talked about how students take the test entirely on a Mac computer, so being familiar with Macs will help ease test-day jitters. The panel even reminded students to bring snacks to keep themselves full throughout the eight-hour exam!

Overall, current students felt they greatly benefitted from hearing the graduates' advice.

"I was starting to feel nervous about taking the comps and writing my thesis at the same time," says Rachel Graeff. "But hearing the graduates talk about how they got through it made me realize I can do it too." ■

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To the right:
Students listen to the panel's suggestions and think of questions to ask about the comprehensive exams and thesis-writing.

Below:
Stier, Braude, Nicholas and Richter share their personal comprehensive exam study experiences.



Summer Class Special Topic: B2B PR

This summer, Rowan will offer a special 1-credit module class, Business-to-Business (B2B) Public Relations, to show students how communication efforts can enhance for-profit business plans and goals. Students will also learn basics of strategic planning and measuring the financial success of a business.

The professor, Lukas Guenthardt, has 19 years of experience in the capital goods industry. He notes, “As an executive in a B2B capital equipment company I have often experienced somewhat of a disconnect between the creative

workforce and the executive team in terms of understanding each other’s objectives. This course should provide an overview of what ‘drives’ a business and how effective communication can support the broader business goals.”

While we are all familiar with Business-to-Consumer companies, B2B accounts for more than half of all economic activity in the major industrialized countries. In 2003, the Business Marketing Association sponsored a study that estimated how much money business-to-

business marketers in the US spend each year to promote their goods and services: about \$85 billion!

As Guenthardt points out in the class syllabus, “PR and marketing communication play an undeniably important role on the creative side of business; however, its ultimate purpose is to support the financial success of a business. Before you can begin creating a message that is consistent with the underlying story of the business, you need to understand the factors that drive the business.” ■

“This course should provide an overview of what ‘drives’ a business and how effective communication can support the broader business goals.”

Summer Classes — Time to Sign up!

Writing Speeches — 5/21 - 5/24, 1 credit

Internal Communication in Organizations — 5/29 - 5/31, 1 credit

Persuasive and Feature Writing — 6/4 - 6/7, 1 credit

Special Topic: Business to Business PR — 6/11 - 6/14, 1 credit

Org. PR Management and Counseling — TR, 5/21 - 6/22, 3 credits

Online Public Relations — M, 6/25 - 8/17, 3 credits

IMC & New Media (*online class*) — 6/25 - 8/17, 3 credits

Internship (*80 hours on internship site*) — 6/25 - 8/17, 3 credits

For more information, please check the Rowan MAPR website:

www.rowan.com/mapr