

Touch of Class

News About the Rowan University Graduate Public Relations Program

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Master's Program Earns PRSA Endorsement, Certification

After a comprehensive four-day review, Rowan University's Master of Arts in Public Relations graduate program earned its initial Certification in Education for Public Relations (CEPR) accreditation.

CEPR began in 1989 as "a cooperative effort between leading practicing professionals and educators" through the PRSA Educational Affairs committee. CEPR is considered today as "the global standard in public relations education."

The PRSA committee recognizes that Rowan's graduate program meets the following eight standards: curriculum, faculty, students, resources and facilities, assessment, professional affiliations, relationships with the total unit and the university, and diversity and global perspectives.

The undergraduate program, which was the 16th in the country to receive such honor, also earned recertification.

"This is a very exciting time at Rowan, not just for our department and college but for the university and community," said Dr. Suzanne FitzGerald, chair of the Public Relations & Advertising department. "As Rowan expands downtown, even more opportunities are being created for our students on campus and off. PRSA has recognized our commitment to the field and to our students' success in it and, for that, we are really pleased."

Rowan's Master of Arts in Public Relations program joins Ball State University (Indiana), Quinnipiac University (Connecticut) and Dublin Institute of Technology (Ireland) as the fourth graduate level school to hold PRSA certification. In total, 47 programs in Europe, New Zealand, South America, Canada and the United States are currently CEPR accredited.



Rowan University's undergraduate and graduate public relations programs received its CEPR certifications at this year's PRSA International Conference, Oct. 8-10 in Boston, Mass.

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Introducing the Master's Degree in Strategic Communication

About the Program —

Established in 1967, the Master's in Public Relations program has helped students who seek to 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 all 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 also serve as practitioners - as consultants, trainers, planners and researchers. They work directly with experienced educators and practitioners in public relations, public affairs and integrated marketing communication.

After half a century known as the “Master’s in Public Relations” program, Rowan University’s graduate public relations offering will now become the “Master’s in Strategic Communication,” effective Fall 2017.

“We looked at market trends and other universities and did a study to make the department more relevant,” said Dr. Suzanne FitzGerald, chair of the Public Relations and Advertising department.

Research shows the general trend of universities offering integrated degree programs in “Strategic Communication,” blending multiple communication disciplines like public relations and advertising.

The newly-named degree will build on and further explore the theories, concepts and applications of strategic communication to meet a variety of organizational goals. The program will also give an in-depth insight into different practices in communication management, design and integrated marketing communication.

Changes to the program to remain current and serve the graduate students’ changing needs will go into effect in the Spring 2018 semester, with Advanced Techniques in Communication renamed to Graduate Strategic Writing II, and Seminar in Public Relations renamed to Strategic Communication Seminar. Students will now only need one semester of seminar, as they will instead complete the first three chapters of their thesis in Introduction to Graduate Strategic Research.

Strategic Visual Communication will replace the previously second required seminar course. The course, which will take place on Wednesday evenings in the spring, is currently under design by Professors Susan Bowman, Dr. Matthew Pittman and Donald Dunnington.

“We have a graphic design course coming over from art and design, too. It’s exciting,” said FitzGerald.

Registration for the Spring 2018 semester will open on Tuesday, Oct. 17.



Course Changes

From	To
Public Relations Overview (3 credits)	Graduate Strategic Communication Overview (3 credits)
Techniques in Communication (3 credits)	Graduate Strategic Writing I (3 credits)
Advanced Techniques in Communication (3 credits)	Graduate Strategic Writing II (3 credits)
Graduate Case Studies in PR (1 credit) Public Relations Planning (2 credits)	Graduate Strategic Case Studies & PR Planning (3 credits)
Introduction to Communication Research (3 credits)	Introduction to Graduate Strategic Research (3 credits)
1st Seminar in Public Relations (3 credits)	Strategic Communication Seminar (3 credits)
2nd Seminar in Public Relations (3 credits)	Graduate Strategic Visual Communication (3 credits)

MAPR Holds Pizza Party for Faculty, Students

On Monday, Sept. 25, the Master of Arts in Public Relations program held a pizza party to allow prospective and current graduate students to ask questions with faculty regarding the curriculum and its two certificates of graduate study, School Public Relations and Integrated Marketing Communications (IMC) and New Media.

Among those students in attendance was Priscilla Diaz, a public relations and advertising undergraduate student who is currently taking advantage of the program's senior privilege offering.

"I figured I might as well just try it," said Diaz. "I would like to teach one day when I have some real-world experience in the field. I am a big advocate of everything Rowan. I really do love it here."

Eight professors attended the gathering, including Donald Dunnington, who teaches the Online Public Relations course in the program.

"I like teaching graduate students a lot. There's just something special about graduate school, I think," said Dunnington.

"The size of the class and curriculum is very different. I just finished completely updating the online communications course for graduate students, Online Public Relations. It's challenging in that you have to do a blog, but people love it."

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

School Public Relations (9 credits)

- School Public Relations (3 credits)
- Graduate Strategic Writing I (or *Techniques in Communication*) (3 credits)
- Introduction to Graduate Strategic Research (or *Intro. to Communication 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 (or *Intro. to Communication Research*) (3 credits)

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



Pictured: Kathryn Croskey, graduate student and Rowan University Libraries Marketing Coordinator (left) with Dr. Suzanne FitzGerald, Department Chair (right).



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.

Spring 2018 program application
deadline: Wednesday, Nov. 1, 2017

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.

Student Spotlight — Ryan Doud

Ryan Doud, of Williamstown, New Jersey, graduated from Rowan University in 2013 with a Bachelor of Arts degree in Spanish. In addition, Doud also graduated with minors in French, German literature and Romance languages.

Doud worked as an English instructor in Russia and Japan, and as a project manager upon returning to the U.S. He returned to Rowan after mulling the future of language professionals.



"I moved back last September," Doud said. "It wasn't until June that I decided I wanted to be in MAPR. I think that Rowan's program aligned to where I wanted to go."

"I think computer assisted translation makes it extremely easy for people to build their own databases and then automate it from there. I think that in large-scale projects, you don't need language teachers involved in the companies or organizations that might be working together. What you do need are cultural specialists to develop communication strategies and to effectively deliver from one side to the other and ensure the messages are received properly." — Ryan Doud

Student Spotlight — Kathryn Croskey



Kathryn Croskey, marketing coordinator for Rowan University Libraries, enters her first semester as a Rowan MAPR student.

"I chose Rowan MAPR because I like that it is a hybrid of both online and in-person courses," Croskey said. "It's also convenient for my work position and is affordable."

Croskey is an alumna of Rider University, where she earned her B.A. in journalism and public relations. In addition, Croskey minored in event planning with a special focus on publications design.

"My goal for the program overall is that I will enhance my writing skills, learn new tools for research, develop problem solving strategies, and broaden my planning expertise," Croskey said. "I'd like to learn more about internal communications as well as external, and how to adequately switch between the two."

Spring 2018 Courses

Monday

Graduate Strategic Writing II

(Formerly Advanced Techniques in Communication)

Professor: Dr. Joseph N. Basso

3 credits

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

Jan 16 - May 7

CRN: 23599

Tuesday

Strategic Communication Seminar

(Formerly Seminar in Public Relations)

Professor: Dr. Joseph N. Basso

Professor: Dr. Suzanne D. FitzGerald

3 credits

5:00 p.m. - 7:45 p.m.

Jan. 16 - May 7

CRN: 23525

CRN: 24808

Wednesday

Sp Tp: Strategic Visual Communication

Professor: TBD

3 credits

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

Jan. 16 - May 7

CRN: 23527

Thursday

Graduate Strategic Case Studies and Public Relations Planning

(Formerly Graduate Case Studies in Public Relations, Public Relations Planning)

Professor: Asi Nia-Schoenstein

3 credits

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

Jan. 16 - May 7

CRN: 24836

Online

School Public Relations

Professor: Edward H. Moore

3 credits

Jan. 2 - Feb. 26

CRN: 23510

Online Public Relations

Professor: Donald L. Dunnington

3 credits

Feb. 27 - April 23

CRN: 23512

Off-Campus

Internship

Professor: Dr. Suzanne D. FitzGerald

3 credits

Jan. 16 - May 7

CRN: 23564

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