

WHAT YOU CAN DO WITH A MAJOR IN...

# public relations & advertising

**E**ffective communications are recognized as vital to the success of every organization, as each has a “public” to which it must answer. The field of public relations is a huge umbrella under which a variety of job titles and professional responsibilities exist. The practice of modern public relations embraces the consultant, the corporate communicator, the investor relations specialist, the public information officer, the community liaison, the government mediator, the troubleshooter, the spokesperson, and the media coordinator. A public relations specialist is concerned with how the company is perceived by its strategic audiences. A public relations practitioner, through research and evaluation, finds out the expectations and concerns of the organization’s constituencies and devises communications plans and strategies that serve organizational objectives based on his or her findings.

Advertisers create messages to sell a product, service, or idea; marketing experts help decide toward which audiences advertisements should be aimed. The goal of advertising and marketing is to reach the consumer — to motivate or persuade a potential buyer; to sell a product, service, idea or cause; to gain political support; or to influence public opinion. Advertising majors may work in account services, creative, media planning or research. Account executives manage the business end of advertising, while creative personnel design and create advertising based on a creative brief and analysis of the target audience. Media planners select the various media through which the advertisements will be transmitted and research supplies information about the audience to determine the advertising strategy.

## ...at chapman university

**I**n the Bachelor of Arts in Public Relations and Advertising degree program at Chapman University students study this advocacy profession that builds relationships between organizations, both corporate and non-profit, and the people they serve. Students develop professional communication skills for print, broadcast, and the Internet. Building on a core set of courses that introduces students to both public relations and advertising, students may then pursue a specialization in one area or the other. A special emphasis on entertainment marketing and building relationships with students in film production opens the doors to those wishing to pursue a career in the entertainment industry, including film and television, sports marketing, and special events planning.

The study of public relations builds on Chapman's general education offerings to prepare students for careers as communications professionals in a wide variety of settings, from retail sales and manufacturing to entertainment, health, education, and the arts. Students are encouraged to specialize or explore their areas of interest in upper division courses which focus on public relations case studies and campaigns. They also learn how to employ the latest technology in their communications through the study of desktop publishing, visual storytelling/video production, and Internet communications.

The study of advertising gives students a thorough understanding of the business of advertising as well as introducing them to the creative aspects of the field. Students have the opportunity to explore their interests and talents through upper division courses in account management, copywriting, commercial production, and advertising designs.

### Related Majors

Marketing, Business, English, Broadcast Journalism, Graphic Design, Organizational Leadership, Communications, Journalism

### Chapman Clubs and Organizations

#### The Public Relations Student Society of America (PRSSA)

This Chapman chapter of the national Public Relations Student Society of America (PRSSA) is an active organization aimed to help students network with professionals through various activities.

#### The Chapman University Ad Club

A student chapter of the American Advertising Federation, the Ad Club provides mentoring and networking programs with advertising professionals.

### While Still in College...

If you are looking to pursue a career in public relations or advertising, while in college it is vital to do internships to find out what areas of PR or Advertising you enjoy most. Do two or three to explore the many sides of these professions and to make contacts that can lead to jobs. Get involved in PRSSA and the Ad Club to learn from guest speakers, network with professionals, and compete in national student competitions. Hone your skills and build your portfolio by making the best use of your time both inside the classroom and out.

## ...at the professional level

**A**ssociations provide a venue for people to share professional interests while also educating the public about their field. Look for details about salaries, training opportunities, membership benefits, and job resources.

### **American Advertising Federation (AAF)** [www.aaf.org](http://www.aaf.org)

An association dedicated to protecting and promoting the well-being of advertising through a unique, nationally coordinated grassroots network of advertisers, agencies, media companies, local advertising clubs and college chapters.

### **American Association of Advertising Agencies** [www.aaaa.org](http://www.aaaa.org)

A national trade association representing the advertising agency business in the U.S. offering services, information and expertise on the agency business.

### **Council of Public Relations Firms** [www.prfirms.org](http://www.prfirms.org)

An association of PR firms dedicated to advocating the value of public relations as a strategic business tool, promoting the benefits of careers in public relations, and assisting members and their clients in setting the standards for the profession.

### **International Association of Business Communicators (IABC)**

[www.iabc.org](http://www.iabc.org)

A leading resource to help people and organizations achieve excellence in public relations and all aspects of communication in the public and non-profit sectors.

### **International Public Relations Association (IPRA)** [www.ipra.org](http://www.ipra.org)

An international network of public relations professionals in nearly 100 countries focusing on the growing demands of doing business and communicating in a global economy.

### **Public Relations Society of America (PRSA)** [www.prsa.org](http://www.prsa.org)

The leading organization for public relations professionals established to build value, demand and global understanding for public relations, as well as strengthen and advance the profession of public relations.

## Is It a Good Match For You?

Are you creative?

Are you interested in what influences people to make decisions about their lives?

Are you interested in making a difference in promoting ideas, causes, and products?

Do you like a fast-paced, demanding job?

Do you want variety in your work?

## Vital Skills

Creativity

Strong verbal and written communication

Strategic thinking

An understanding of human motivation

Eye for design/graphic arts

Computer skills

## Potential Employment With...

Public Relations and Advertising Agencies, Corporations, Small Businesses, Non-Profit and Advocacy Organizations, Film and Television Studios, Sports Marketing Firms, Health Organizations, Education, Internet Businesses, Political Organizations, Colleges and Universities

## Related Occupations

*Some of these occupations may require additional education and training.*

Account Manager/Executive	Insurance Agent/Broker
Advertising Manager	Investor Relations Manager
Agency Owner	Labor Union Business Representative
Assistant Buyer	Media Consultant
Association Executive	Media Director/Specialist
Broadcast Journalist	Negotiator
Career Planning/Placement Director	Non-Profit Executive
Circulation Manager	Operations Manager
City Manager	Package Designer
Community Relations Officer	Personal Assistant/Publicist
Consultant	Personnel Specialist
Consumer Affairs Specialist	Politician
Copywriter	Production Manager
Corporate Communications Manager	Program Manager
Director of Public Relations	Promotion Manager
Editor	Proposals Coordinator
Employee Relations Representative	Public Affairs Specialist
Event Planner	Publicist
Film Producer	Public Relations Counselor
Fundraising Executive	Reporter
Grant Coordinator/Writer	Researcher
Graphic Artist	Sales Representative
Human Resources Manager	School Administrator
Import/Export Manager	Spokesperson
Industrial Organization Manager	Travel Coordinator

## Choosing Your Major...

Choosing a major can be a difficult decision. If you need assistance in choosing your major or emphasis, the Career Development Center offers individual career counseling and provides career testing and assessment for current students. In addition, involvement in leadership activities, internships, part-time work, clubs, organizations, and student government will expose you to different work and learning environments which will aid you in your decision making.

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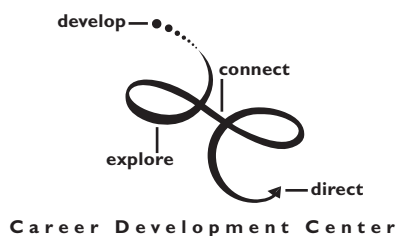
## For Further Information

Dodge College of Film and Media Arts

<http://ftv.chapman.edu>

(714) 997- 6765 • Janell Shearer, Program Head

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Student Life Center, Argyros Forum 303 • One University Drive • Orange, California 92866

[www.chapman.edu/career](http://www.chapman.edu/career) • [career@chapman.edu](mailto:career@chapman.edu) • Phone: (714) 997-6942 • Fax: (714) 744-7021

