



Touch of Class

News About the Rowan University Graduate Public Relations Program

VOLUME 21, ISSUE 1

FALL 2013

INSIDE THIS ISSUE:

Interview with Alumnus 1

Interview with Current Student 2

Going Digital: MAPR Courses Transition Online 3

Module Snapshots 3

MAPR Update: Mentor Night 4

2014 Spring Schedule 4

Costanzo Starts Promising PR Career

An interview with alumnus, Matthew Costanzo



Matthew Costanzo

Matthew Costanzo works full time in the PR field and credits much of his success to his experiences at Rowan University.

In four years, Costanzo earned dual B.A. degrees in advertising and PR along with his master's degree in PR by taking advantage of the MAPR program's senior privilege, an opportunity for high-achieving undergraduates to begin graduate coursework prior to graduation.

While in the MAPR program, Costanzo worked as a graphic and web designer and social media consultant for the College of Science and Mathematics as well as the College of Graduate and Continuing Education. He also worked as a graduate assistant for Rowan's public relations and advertising department.

Q: Where do you currently work and what is your position? Please describe your responsibilities.

I work as the Web Content Coordinator at Lester Glenn Auto Group, one of the largest automotive groups on the East

Coast. We have eight locations and sell 11 different car brands, boasting some of the highest numbers of vehicles sold nationally from month to month.

My main responsibilities include managing both the content and design of our 22 various websites in the Lester Glenn network, working with various vendors for search engine optimization, search engine marketing, social media marketing, and website integration.

I also work closely with our advertising agency. I'm in charge of most, if not all of the digital advertising for Lester Glenn, from strategy to design to implementation. I also work closely with our social media representative to ensure the LG brand is extended via every digital channel.

Q: How did you choose this particular field?

Having most of my experience in higher education, I knew I wanted to give something new a shot. An opportunity came up shortly after graduation that combined everything I wanted and knew how to do, like web design, graphic design, social media marketing, advertising and public relations.

So, I took a leap of faith and haven't looked back since. The automotive industry is fast-paced and constantly changing, but that's what I love about it. It's something new every day and what guy doesn't love cars?

Q: How did the MAPR program help prepare you for this position?

I think you can pick out any skill and say it definitely helped, but the most important thing for me

is confidence. The MAPR program gave me confidence in what I think and do. In many cases, especially being young and new to a company, it's difficult to give suggestions or state how you might do something differently out of fear of being wrong or having your idea shot down.

The amount of critical thinking both taught and exercised in the program definitely gave me confidence in every idea and strategy I create. I'm very lucky to have a warm and open work environment that assists in this.

Without that confidence gained from the program, I can guarantee I would not have made as many changes as I have in the short period of time that I've been in my position. It's important to remember what the degree means; Master's - you are a "master" of a subject.

Q: Many students will embark on the job search after graduation. In your opinion, what are the most valuable skills for someone entering the PR profession?

Speak to as many people as you can and build your network. You never know who might have an

(Continued on page 2)

Johnson Takes on Opportunities for the Future

An interview with current student, Demarcus Johnson



Demarcus Johnson focuses his energy on the future. After graduating from the University of North Texas in August 2012 with dual

B.A. degrees in communication studies and psychology, Johnson knew graduate school was the next step.

Johnson is now in his second semester as a full-time student in Rowan University's MAPR program and plans to graduate in May 2014. His communication experiences include interning for Team Grab and Creative Marketing Alliance as well as working as a communication coordinator for the Men of Color Summit.

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

I'm a graduate assistant for Rowan's Achieving the Dream Scholarship Programs. I help develop the program's curriculum, assist with the Achieving the Dream mentor program, and manage the Diversity external website.

I've always had a passion for mentoring and promoting education, which is why this position is so rewarding

for me. I'm able to develop my communication and public relations skills while also motivating and guiding students through their college experience.

I'm also a communication intern for Lockheed Martin Advanced Technology Laboratories. The work environment is constantly changing and provides new challenges each day.

From working on internal communication to assisting with media campaigns, I've had the opportunity to gain a wealth of practical experience. Each assignment allows me to learn more about emerging technology and the potential for lasting and global impact. I am looking forward to taking advantage of future opportunities with Lockheed Martin.

Q: What are your responsibilities as a student working for the program?

I coordinate special events for graduate students in the program. I'm excited about planning the upcoming Mentor Night, which will pair students with communication professionals.

Q: What type of career do you hope to

have after graduation? What specialties interest you?

There are many areas I would like to explore before rooting myself professionally.

I've considered continuing in corporate communication, but I am also interested in public relations in entertainment and higher education. Securing a permanent position with Lockheed Martin would be ideal; however, I will continue to be open to different opportunities.

Q: How do you think the program will help prepare you to reach this goal?

Rowan's MAPR program is definitely a great step in establishing the foundation of my public relations career.



The progressive nature of the program prepares students to adapt in an environment overrun by new technology.



Costanzo Starts

(Continued from page 1)

opening or who might know someone who needs you.

When I graduated, I was lucky to have a very large group of close friends and colleagues looking out for me in my job search, whether it was by sending me job openings they saw or speaking to people they knew to find out if they needed someone like me.

I am forever grateful I was able to get a job so soon after graduation, and owe it all to everyone that helped me.

Also, remember to build your own brand online. You are unique, so be proactive and show companies why they should hire you over someone else.

After my second interview for my job, the president of my company viewed my LinkedIn profile and saw all of my work and my digital resume. He was extremely impressed.

I walked into my third interview with a custom-tailored portfolio for my now current company and impressed them even further. Yes, it takes time to create such things and focus effort on your LinkedIn profile or any other sites you might be on. But, it's worth it.

As far as tactical skills go, writing is paramount. As long as you can write well, there will always be something for you. It's incredible how many people lack proper grammatical skills and how much a well-trained writer can positively affect a strategy, a publication, or a company.

Q: What is your advice to current students in the program?

Befriend your professors and fellow classmates. Your professors truly care about you and only want the best for you. They all remember what it's like starting out, and all know the right things to say to push you along. It's important to know you have a people cheering you on.

Going Digital: MAPR Courses Transition Online

In today's fast-paced environment, more students seek convenient and accommodating graduate programs to suit their schedules. To address this educational demand, Rowan University's MAPR program now offers two required courses through online learning platforms.

The 2013 fall semester marks the start of Introduction to Communication Research and Techniques in Communication as completely online courses. Next semester, School Public Relations and Online Public Relations will join the roster of online courses, with two certificates of graduate study (COGS) also available online.

The shift

Traditionally, the MAPR program offered only certain electives online. Integrating core courses online allows local students to complete coursework around busy schedules and extends the program to students who are physically

unable to attend classes on campus. The changes also provide the program and the university with overall benefits.

"As someone who has taught online for some time now and who completed M.A.Ed. and Ed.D. courses online, I can relate to the need for online learning opportunities," says Professor Regina Audio. Audio instructs Introduction to Communication Research this semester.

Online courses can offer students the option to spend less time commuting while learning at their own pace.

Benefits

"Students and the program benefit in many ways by increasing the ways courses are delivered," says Dr. Suzanne FitzGerald, department chair. "Online courses also open up new options for offering connections to the broader PR community regionally and nationally. Outside experts who might not be able to join a traditional class often can contribute to an online class."

Though the courses require online interaction, students also enjoy direct communication with the professor and one-on-one feedback.

"Students taking online courses seem more comfortable addressing grammatical errors and other writing concerns with a professor when they feel the communication is one-on-one," says online Techniques in Communication instructor Dr. Joseph Basso. "Students often feel more comfortable writing outside of the classroom environment."

Change is here to stay

As graduate programs offer more courses online, both students and faculty will adapt to the advantages and disadvantages of the transition.

As both student and workplace needs changes online classes offer a new option for sharing knowledge while building the technological and telecommuting skills of those who participate in them.

Spring Module Snapshots

Writing Speeches

This course introduces students to speech preparation techniques and how to differentiate between good and bad speechwriting. Students will explore the fundamentals of writing, interviewing techniques, types of speeches, researching, and structuring speeches. They also will view and critique both successful and ineffective speeches. The main course project will require students to write and present their own speech. This highly interactive class will prepare students to ghostwrite for others or craft their own speeches.

Course Instructor: Patricia Quigley

Patricia Quigley is an award-winning PR practitioner and journalist. Her professional experience includes working as the assistant director of Media and Public Relations at Rowan University for 15 years and also working as an adjunct PR professor for the university since 2011.

Quigley has written numerous speeches at Rowan.

Communicating with Special Publics

This course teaches students about executing PR initiatives with a highly targeted approach. Students will study ways to prepare strategies, objectives and messages pertaining specifically to that "special" public and will choose the most appropriate tactics for that public. These approaches are effective for organizations with smaller budgets, less time, and fewer resources to prepare for strategic communication. Several select practitioners from regional award-winning PR agencies will present case studies focusing on these concepts, and students will analyze the case studies to gain practical knowledge.

Course Instructor: Peter Eschbach

Peter A. Eschbach is the director of communications and external affairs for

New Jersey American Water, the largest company in the state. With more than 20 years of experience in communication, Eschbach has worked in-house at several Fortune 500 companies, providing global strategic PR, marketing communication, and internal communication.

Public Relations Law and Ethics

This course presents an in-depth look at various U.S. laws, policies, and how they pertain to the public relations practice. The course will teach students about media law, constitutional amendments and related case studies through class discussion, interactive presentations, and individual research assignments.

Course Developer: Dr. Joseph Basso

Dr. Joseph Basso is an experienced communication professor and scholar in the area of corporate communication. In addition, he is a practicing attorney specializing in civil litigation and business law matters in the states of Pennsylvania and New Jersey. *

The MAPR program will host the annual Mentor Night this semester in Bozorth Hall. Mentor Night gives current MAPR students the opportunity to meet and network with active PR professionals in a relaxed social setting. Prior to the event, participating students choose several areas of interest that they hope to pursue in the future. Each student is then paired with one PR professional specializing in the industry of the student's interest.

Students have the chance to network with the practitioners and enjoy refreshments before settling down to have discussions with their mentors, many of them alumni from the program.



2014 Spring Course Schedule

Touch of Class
is published by the
M.A. in P.R. program

College of Communication
Rowan University
Glassboro, NJ 08028

Writer and Designer:
Stephanie Cristino
Graduate Assistant

Advisors / Editors:
Dr. Suzanne FitzGerald
sparks@rowan.edu

Professor Edward H. Moore
mooree@rowan.edu

Questions?
E-mail Stephanie Cristino at
cristi32@students.rowan.edu

Monday

Advanced Techniques in Communications	3 credits	6:30 p.m.-9:00 p.m.
---------------------------------------	-----------	---------------------

Tuesday

Seminar in Public Relations	3 credits	1:45 p.m.-4:30 p.m.
-----------------------------	-----------	---------------------

Seminar in Public Relations	3 Credits	4:45 p.m.-7:15 p.m.
-----------------------------	-----------	---------------------

Wednesday (Modules)

Writing Speeches Jan. 22 - Feb. 19	1 credit	6:30 p.m.-9:00 p.m.
---------------------------------------	----------	---------------------

Public Relations Law & Ethics Feb. 26 - Apr. 2	1 credit	6:30 p.m.-9:00 p.m.
---	----------	---------------------

Communicating with Special Publics Apr.9 - May 7	1 credit	6:30 p.m.-9:00 p.m.
---	----------	---------------------

Thursday

Graduate Case Studies in PR Jan. 24 - Feb. 21	1 credit	6:30 p.m.-9:00 p.m.
--	----------	---------------------

Public Relations Planning Feb. 28 - May 2	2 credits	6:30 p.m.-9:00 p.m.
--	-----------	---------------------

Internship	3 credits	TBD
------------	-----------	-----

Online

School Public Relations Jan. 7 - Mar. 3	3 credits	Online
--	-----------	--------

Online Public Relations Mar. 4 - Apr. 28	3 credits	Online
---	-----------	--------



Please visit us online at www.rowan.edu/mapr