

# Touch of Class

News About the Rowan University Graduate Public Relations Program

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## Fourth Annual CCCA Ceremony Celebrates Student Achievement Three MAPR students recognized

On April 16, during the 4th Annual College of Communication Awards Show and Student Showcase 20 Medallion Awards and 15 student scholarships were awarded.

This year the graduate program recognized three MAPR students. Kimberlee Cirillo and Victoria Woodside received the Donald Bagin Graduate Public Relations Medallion for

academic achievement. Shatoyah Best was the inaugural recipient of the Bagin Educational Foundation Memorial Scholarship. This award supports graduate students with a community service bent and high academic achievement. According to department chair, Dr. Suzanne FitzGerald, “Shatoyah is the type of person for whom this award was created,” FitzGerald said. “Despite all she’s been through,



Kimberlee Cirillo (above) and Victoria Woodside (below) accept the Donald Bagin Graduate Public

Above: (Left to right) Bagin Educational Foundation founder, Carole Bagin, Dr. Suzanne FitzGerald and scholarship recipient Shatoyah Best. Photos courtesy of Justin Fata and Amanda Palma.



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## MAPR Students Theses Topics

### Students Present and Defend Thesis

On May 6, 2016 12 MAPR seminar students presented and defended their thesis topics and research to graduate advisors Dr. Joseph Basso and Dr. Suzanne FitzGerald.

Below is a list of this year's student thesis topics:

#### **Victoria Woodside**

*How First Impressions are Formed: Nonverbal vs. Social Media Effects*

#### **Courtney Rice**

*Breaking the Stigma: PR Analysis of Media Bias and Mental Illness*

#### **Abrar Benasser**

*Factors that Influence Temple University Students to Donate Blood*

#### **Margaret Sundell**

*Evaluating the Use of Animals in Advertising*

#### **Shatoyah Best**

*Competitive Advertisements: Exploring the Effects of Comparative Ads on Purchasing Behavior*

#### **Kimberlee Cirillo**

*The Affect of the Media Portrayal of the Perfect Female Body Image on Female Self-Esteem*

#### **Michael Rubinson**

*Using the Negatives: A Study on How Automotive Manufacturers Rebuild Their Brand Image*

#### **Tyler Blum**

*How a Healthy Lifestyle Correlates With Early Career Success*

#### **Jeanelle Johnson**

*How Social Media Influences How 18-25 year-old Single Adults Communicate*

#### **Lucia Allen**

*Men and Women Baby Boomers and the Communication Techniques which Led to Their Engagement in Preventative Health Behaviors: A Comparative Study*

#### **Jeana Fidyk**

*Native Advertising vs. Editorial Differentiation Among Millennial Women*

## Touch of Class Staff—

Writer and Editor:

#### **Victoria Woodside**

*Graduate Assistant*

woods83@students.rowan.edu

Advisors:

#### **Dr. Suzanne FitzGerald**

*Department Chair*

sparks@rowan.edu

#### **Edward H. Moore, APR**

*Professor*

mooree@rowan.edu

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Questions?

Email: Victoria Woodside

woods83@students.rowan.edu