

# ADVERTISING, PUBLIC RELATIONS AND STRATEGIC COMMUNICATION

## Bachelor of Arts in Advertising, Public Relations and Strategic Communication

Strategic communication integrates the traditional practices of advertising, public relations and health communication and is designed to help various kinds of organizations (for-profit corporations, healthcare, education, sports, government, social service, nonprofits, etc.) accomplish their goals. Courses in this major examine organizational challenges in areas such as marketing, employee relations, community relations, etc. and then draw upon communication and social science theories to find creative communication solutions to these problems. By drawing on a base of theoretical knowledge and developing students' written and oral communication skills, this major prepares students to enter public relations, advertising or health communication, where they can work in either agencies or in organizations that have a formal communication function.



## BA to MA Program

The BA to MA program in Strategic Communication is a selective and demanding program that allows students pursuing an undergraduate degree at High Point University to complete an undergraduate degree in any major and a master's degree in strategic communication within a five-year time frame. Students can apply for admission into the MA program in their junior year, begin taking graduate-level courses in their senior year and complete their MA in their 5th year. The program provides students the skills to design, develop, implement and evaluate communication campaigns.



## What can you do with this major?

Typical entry-level job titles include account coordinator, media buyer, assistant account executive, copywriter, public relations specialist, special events coordinator, sports information specialist, public affairs, community health educator or health campaign specialist, communication specialist or public information specialists.

## Experiential learning & clubs

- **Ascension336** is a communication agency run by HPU students. Students work with real-world clients on a variety of projects including plan development, media relations, video production, graphic design, social media management and other communication tasks.
- **The Bateman Team** represents HPU in the Bateman competition. Bateman is an intercollegiate competition sponsored by the Public Relations Student Society of America (PRSSA). Bateman pits the best public relations students against one another to solve real-world communication problems for a nonprofit organization.
- Each presidential election cycle, HPU students travel to the **Republican and the Democratic National Conventions** to work with major media outlets such as CNN and ABC. Our students get real-world experience in a high-pressure environment that cannot be simulated in the classroom.
- Students studying social media use **Stukent Mimic Social**, a social media simulator that gives students experience running the social media account for a large retail company. In addition, students become Hootsuite Certified to make them more desirable employees.
- The **PRSSA** is the premier club for student communicators that works nationally with PRSA, the organization for professional communicators. Students learn more about the communications industry and have opportunities to meet and network with professionals in the field.

## Internships

- Billabong, Irvine, Calif.
- Chubbies Shorts, San Francisco, Calif.
- Fitness Quest 10, San Diego, Calif.
- Walt Disney World, Orlando, Fla.
- Fusion Creative Marketing, Valdosta, Ga.
- 3 Roads Communications, Frederick, Md.
- Athena Health, Watertown, Mass.
- Evolution Advertising and Marketing, Boston, Mass.
- Masterpiece Advertising, Atlantic City, N.J.
- Social Marketing Solutions, Parsippany, N.J.
- S3 Agency, Booton, N.J.
- Direct Message Lab, N.Y.
- Edelman Berland, Manhattan, N.Y.
- Stache Media, N.Y.
- The Morris + King Company, N.Y.
- SFW, Greensboro, N.C.
- MullenLowe, Winston-Salem, N.C.
- MSG, New York, N.Y.
- United States House of Representatives, District of Columbia
- United States Senate, District of Columbia
- North Carolina House of Representatives, Raleigh, N.C.
- North Carolina Senate, Raleigh, N.C.
- NBC Today Show, New York, N.Y.

## Graduate schools

- Boston University
- Clemson University
- Georgetown University
- High Point University
- University of Denver
- University of Georgia
- University of Maryland
- University of North Carolina at Chapel Hill
- University of Pittsburgh
- University of Southern California, Annenberg School for Communication

## Where are our alumni?

- 3 Reeds Communications
- Action Greensboro
- ASTRSK PR
- AWESTRUCK Marketing Group
- Chanel
- EVINS
- Free People
- Google
- High Point Chamber of Commerce
- Kip Hunter Marketing
- Maga Design
- Magnolia Inc.
- NBC Universal Media
- Publicis Health Media
- R&J Public Relations
- RLF Communications
- ROI Revolution
- SAS
- Social@Ogilvy
- Walt Disney Company
- Xerox

## Meet Mitch

**Hometown:** Reading, Pa.

**Major:** Strategic Communication

**Minor:** Business Administration, Marketing

**Clubs:** National Broadcasting Society, Title IX Student Organization, PRSSA, Student Government Association, Beta Theta Pi Fraternity, Honors Scholar Program, Alpha Lambda Delta Honors Society, Alpha Chi Honors Society, Lambda Pi Eta, Nido R. Qubein School of Communication Student Advisory Board, Ascension336

**Leadership:** SGA Representative - Title IX Student Organization, Graphics/Apparel Chair - Beta Theta Pi Fraternity, Member of the Bateman Competition Team for the Nido R. Qubein School of Communication, Member of the Nido R. Qubein School of Communication Student Advisory Board, University Ambassador, former Resident Assistant

**Internships:** Production Intern at NBC News/TODAY Show, Digital Marketing Intern at Warner Bros. Entertainment, Production Intern at Peter Greenberg Worldwide, Account Management Intern at SFW Agency, Marketing & Digital Strategy Student Associate at The Madison Square Garden Company, Publicity & Social Media Intern at Avalerion Books, Production Assistant at CNN, Marketing Intern at Chick-fil-A

**Why I Chose HPU:** "From the moment I stepped on campus at HPU, I knew that my experience would be both individualized and truly extraordinary, which are two of the main reasons why I've been able to grow so much through my collegiate experience."

