Advertising and Public Relations

Joseph Glennon
Department Chair
215-204-9680

Department Office:
Annenberg Hall, Room 300
215-204-4268
https://klein.temple.edu/academics

The Department of Advertising and Public Relations offers two separate majors that help prepare our students for further academic study and for careers in a digital world. Read on to learn about each of these majors.

Advertising

Advertising is a competitive, creative, and challenging industry that sits at the intersection of media and society. The Advertising major provides students with an overall understanding and appreciation of the influence advertising and marketing communications have in business and the social and economic orders. Students become acquainted with the language, processes, and opportunities within the industry, including potential roles in strategic planning, research, copywriting, art direction, and media buying and planning. The major is designed to stimulate curiosity, strengthen critical thinking, and create more astute consumers whether they enter the field of advertising or not.

Advertising students at Temple University fall into clearly-defined groups:

• Students interested in advertising as a career;
• Students with creative talent in art, design, writing and strategic thinking and wish to express that talent in a professional career;
• Students who are broadly interested in media and the power of advertising;
• Students interested in marketing, sales, or business, but who do not wish to major in business or finance.

Public Relations

The Bachelor of Arts in Public Relations consists of 17 Public Relations courses (minimum of 48 credit hours). In the Bachelor of Arts in Public Relations, students learn the theories of communication influencing how public relations (PR) is practiced while developing the knowledge base and skills they need for strategic and critical thinking, speaking and writing—the basic foundations for becoming a PR professional.

The goal of the Public Relations major is to help students understand public relations is an ongoing communication and relational process, not a position. Viewed this way, public relations requires responsible, thoughtful reflection and action from all levels of organizations, not just those in leadership positions. This approach requires competencies of self-awareness, oral and written communication skills, ethical decision-making and action, the ability to understand audiences' needs, wants and desires, and generate mutual win-win scenarios using a variety of communication tools to generate a vision and lead with, through, and for others to bring about positive change.

This program will build both knowledge and skills for students to understand true public relations, e.g., “relating” to publics through building a meaningful two-way continuous dialogue built on mutual trust and respect, and be able to effectively formulate a position, influence, and empower others. They will be able to use the knowledge gained from this program to bridge the divide between the theoretical and practical application in the organizations they work in (for-profit, non-profit, government and non-governmental organizations) and the communities they serve.

Programs

• Bachelor of Arts in Advertising: Account Management Concentration
• Bachelor of Arts in Advertising: Art Direction Concentration
• Bachelor of Arts in Advertising: Brand Strategy & Research Concentration
• Bachelor of Arts in Advertising: Copywriting Concentration
• Bachelor of Arts in Advertising: Media Planning Concentration
• Bachelor of Arts in Public Relations
• Minor in Content Creation
• Minor in Digital Media Engagement
• Minor in Leadership
• Minor in Public Relations