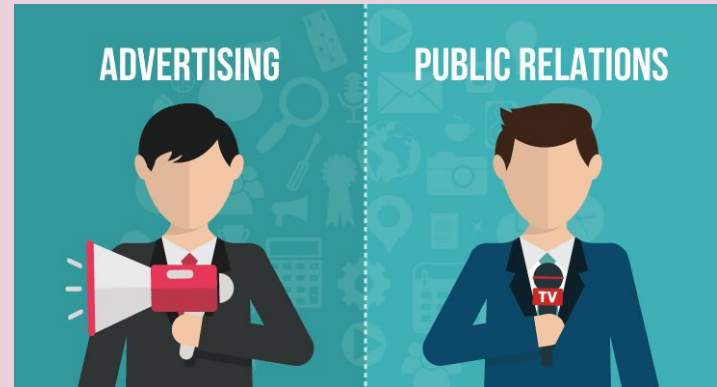


PRomote Majors: Elevate your Academics
Through Advertising and Public
Relations!

Mekelsey Montgomery

Background

- Prepares students for both the business and creativity part of the field
- Difference: to sell and to inform
- Skills in creative problem solving, public speaking, market analysis, wide areas of communication & more



Examples: Advertising- Super Bowl Commercial



*Emotional appeal -
father connection
with daughter*

Examples: Public Relations- Super Bowl Press Release

BY **MOISES MENDEZ II** ✕ FEBRUARY 11, 2024 8:42 PM EST

A heartwarming Cetaphil commercial that first aired in the lead-up to the 2024 Super Bowl has drawn both praise and criticism. In the ad, called #GameTimeGlow, a father's attempts to connect with his daughter finally take hold when the daughter, a Swiftie (who is also into skincare), takes an interest in watching football after Taylor Swift's appearances at the Chiefs games. As they sit on the couch together, his wrist, adorned with friendship bracelets, is featured prominently.

Opportunities - Internships & Career Paths

Advertising, Marketing, and Public Relations

Internships

[Absolute Marketing Solutions](#)

[Alta Vista Advertising](#)

[AMP \(Alliance Media Group\)](#)

[At the Table PR](#)

[Avant Collective](#)

[Boardroom PR](#)

[Branding Bosses](#)

[Connectivity Holdings](#)

[Evolve & Co](#)

[Full Circle PR](#)

[Hype Group](#)

[In Place Marketing](#)

[Judge Public Relations](#)

[Levo Health](#)

Entertainment

Internships

[Allisongs for Tots](#)

[Amalie Arena](#)

[Armature Works](#)

[Breezin' Entertainment and Productions](#)

[Busch Gardens](#)

[CAMP Fitness Studio](#)

[Clearwater Marine Aquarium](#)

[The Dalí Museum](#)

[Florida Aquarium](#)

[Glazer Children's Museum](#)

[Live Nation](#)

[New York Yankees @ George M. Steinbrenner Field](#)

[Ruth Eckerd Hall](#)

[Straz Center for the Performing Arts](#)

[Tampa Bay Lighting Hockey](#)

Content Creation

Internships

[BeLocal Magazine](#)

[Bluewater Media](#)

[Diamond View Studios](#)

[ES Creative](#)

[ION Media Networks](#)

[Limelight Photography](#)

[Litewave Media](#)

[Mediagistic](#)

[Modern Media Group](#)

[Movie Groovy](#)

[Remedy Television](#)

[Scatter Brothers](#)

[Tampa Bay Moms](#)

[Tampa Bay Parenting](#)

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