

THE UNIVERSITY OF TAMPA

ADPR

ADVERTISING & PUBLIC RELATIONS

DEPT. OF COMMUNICATION

Crafting Communication: The Art of Advertising & PR at UTampa

Presentation by Camryn Ryan

UTampa's AD & PR Degree



- With our Advertising and Public Relations degree program, you'll learn the fundamentals of modern communication, including storytelling, brand building, and strategic messaging.
- At UT, you will have access to cutting-edge facilities, industry-leading tools, and a thriving community of like-minded people.
- Whether you want to create engaging advertising campaigns, influence public opinion, or lead effective public relations projects, our curriculum will provide you with the skills and knowledge you need to make your dreams a reality.

Why Choose this UT Degree?



01

Vast Career & Salary
Opportunities

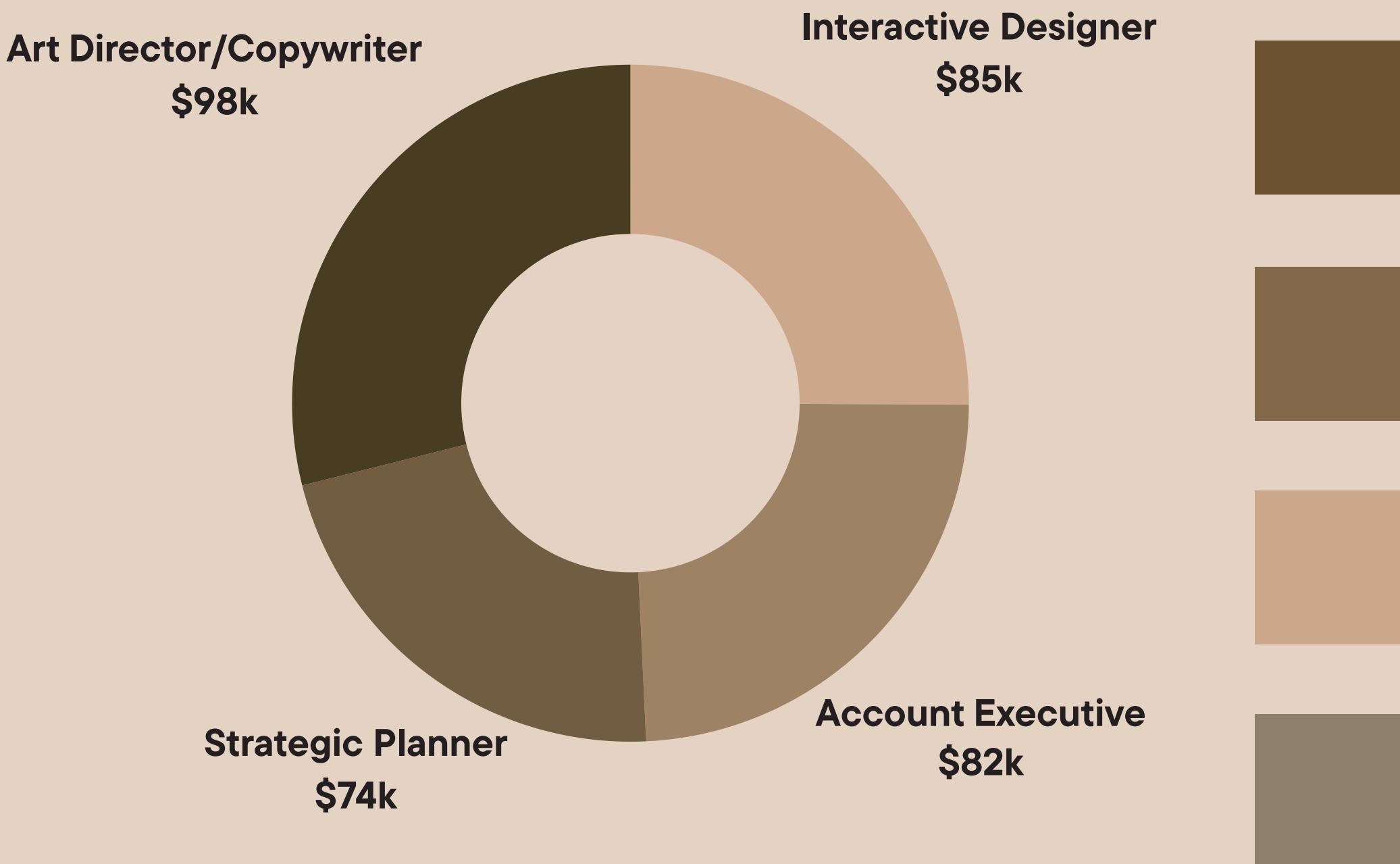
02

Modern & Industry-Relevant
Curriculum

03

Hands On Learning &
Networking Opportunities

Careers In AD & PR



Art Director/Copywriter

(Creates concepts and artwork or copy that will be used across all media)

Strategic Planner

(Manages research and provides insights on how to meet consumer wants & needs)

Interactive Designer

(Creates websites, online ads, blogs, games, and apps for the client)

Account Executive

(The primary contact between the agency and the client on a day-to-day basis)

Why UTampa's Curriculum?

1 Industry-Relevant

2 Cutting-Edge Facilities

3 Location

4 Personalized Support



Let's Hear From Someone Currently Dominating the Industry!

STRIKEFORCE

Mr. Rutstein, founder and CEO, STRIKEFORCE COMMUNICATIONS LLC, located in Manhattan, NY is passionate about encouraging students' ability to keep an open mind and constantly take in what is going on in the world around them. This translates to his specialization in creative advertising and the skill of being able to create unique and engaging commercials & advertisements for client companies. Mr. Rutstein emphasizes the need for "time and exposure" in order to "thrive" in the AD & PR industry, which UTampa excels in providing for its students!



Mike Rutstein

Founder and CEO, STRIKEFORCE COMMUNICATIONS LLC
Advertising Hall of Fame Inductee / Board Member

Thank You



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