



# **Advertising and Public Relations**

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# Dramatizing Advertising



## Ad Pr @ UT

The University of Tampa's AdPr program provides students with a large variety of courses along with experience and internship opportunities!

## Learning Goals

Obtain creative skills along with business tactics

# Quick Public Relations Organizations

Program provides  
Study abroad  
opportunities

So you can see  
Public Relations  
throughout the  
Nations

## Programs

Tampa Bay Lightning  
Tampa Bay Magazines  
Fox News  
and many others!

**NO MATH REQUIRED**



# What is special about UT's AdPr program

Alayna Hoffman (current AdPr student at UT) says "The University of Tampa's AdPr Program is unique because it offers a wide variety of electives so the major feels more customizable to what you like! Also since the campus is located in a big city there are so many internship and job opportunities."

# AdPr potential career paths:

## **Social Media Manager**

Salary- around \$71,355 per year

## **Brand Ambassador**

Salaries very depending on the brand

## **Event Planner**

Salary- around 41-95k per year

## **Advertising Director**

Salary- around 75k per year

## **Public Relations Specialist**

Salary- around 65k per year

## **Marketing Specialist**

Salary- around 74k per year

# Works Cited

- Alayna Hoffman (AdPr student) in discussion with author, February 2025
- *Careers & Salaries*. ADPR Major - UTampa. (n.d.).  
<https://www.adprmajor.org/adpr-fields-and-careers>