

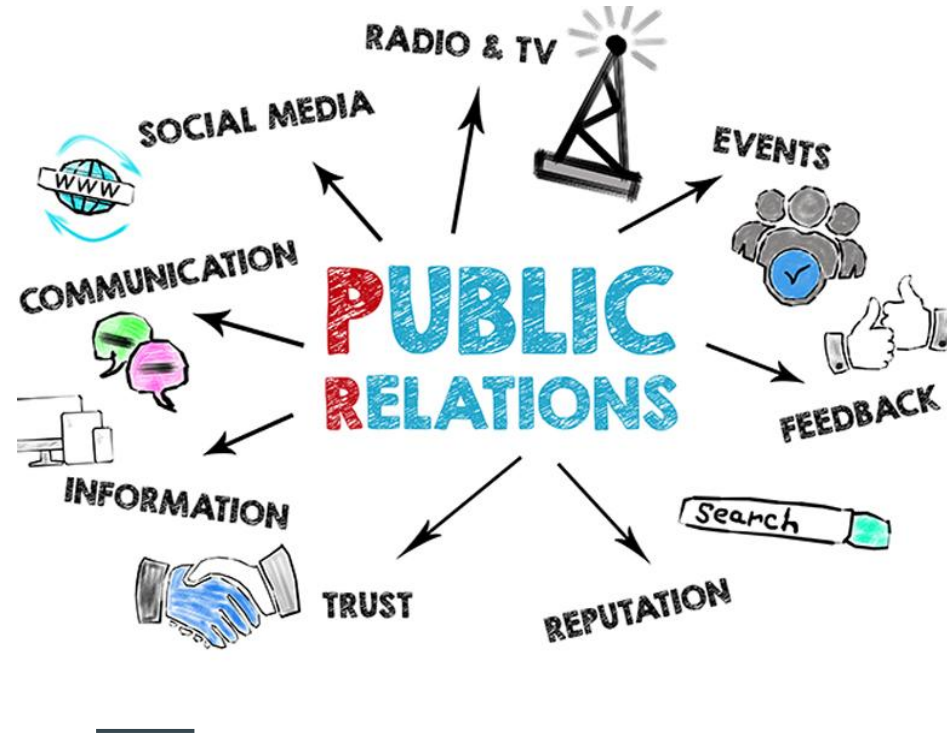
Advertisement and Public Relations



Sabrina Serretti

About

The Advertising & Public Relations program at The University of Tampa offers a versatile curriculum tailored to students passionate about both the creative and business aspects of advertising and public relations. With a focus on marketing, digital/social media, branding, graphic design, media writing, and campaign development, students gain hands-on experience working with actual clients. They also develop entrepreneurial skills to effectively communicate with diverse audiences in both for-profit and nonprofit settings, ultimately aiming to achieve organizational objectives.



Core courses provide foundations in....



- Journalism
 - Culture and Society
 - Visual aesthetics
 - Writing
 - Design
 - Production and strategic problem-solving.
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Career Opportunities

The Advertising & Public Relations program is your gateway to a world where creativity meets business, branding is art, and media strategy is key. Explore a curriculum where marketing meets magic, social media is the new hangout, and writing persuades. Students shape their futures by crafting messages that connect with real clients.



- Art director
- Communications director
- Copywriter
- Creative director
- Editor
- Graphic designer
- Market researcher/
specialist
- Event planner
- Media relations
adviser
- Promotion manager
- Public relations
specialist
- Publicist
- Web designer
- Social media
influencer/ marketer

Internships available

UT students have found internships in top advertising agencies, marketing and public relations departments such as...

- Tampa Bay Rays, Tampa Bay Buccaneers, Tampa Bay Lightning and New York Yankees

While..

- Community-centered students have worked in political campaigns and nonprofit organizations.



ADPR INTERNSHIPS

Coordinator, COM Dept.:
Prof. Christopher Boulton, Ph.D.