

2024

# ADVERTISING & PUBLIC RELATIONS

---

THE UNIVERSITY OF  
TAMPA

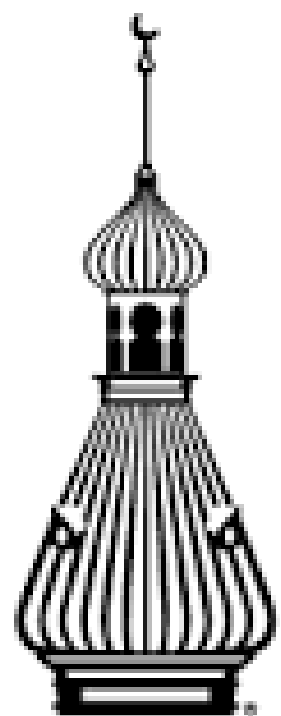
# ABOUT OUR MAJOR

- The B.A. in Advertising and Public Relations merges advertising, public relations, social media, and marketing with creative vision and cutting-edge technologies, to prepare students for professional careers and academic opportunities in strategic communication.
- Core courses cover:
  - Advertising and marketing
  - Public relations
  - Journalism
  - Culture and society
  - Visual aesthetics
  - Writing
  - Design
  - Production
  - Strategic problem-solving



# WHY SHOULD YOU JOIN THE AD & PR MAJOR?

Joining the Advertising and Public Relations major at the University of Tampa isn't just about choosing a degree. It's about choosing a journey where every assignment is an adventure, every project a challenge, and every class is a chapter in your story of success!



THE UNIVERSITY OF TAMPA

**ADPR**

ADVERTISING & PUBLIC RELATIONS

DEPT. OF COMMUNICATION

# WHY ARE WE SUCCESSFUL IN OUR MAJOR?

- UT students secure internships at leading advertising agencies, marketing, and PR departments.
- Tampa Bay, a top-15 national media market, provides opportunities in:
  - Radio and television
  - Studio production
  - Journalism
- Sports-focused internships with:
  - Tampa Bay Rays
  - Tampa Bay Buccaneers
  - Tampa Bay Lightning
  - New York Yankees





# WHAT WE HAVE TO OFFER

- **UT provides the latest media technologies:**
  - State-of-the-art cameras and lighting
  - Production and post-production facilities
  - Computer labs with industry-standard software for editing and digital arts
- **Accessible facilities include:**
  - Two surround-sound screening rooms
  - 100-station computer network
  - Black-box studio for three-camera TV production
  - TV control room
  - Audio edit suite and Foley room
  - Video and film production lab
  - 3D printing facilities
  - Digital arts and 3D animation lab



# CAREER OPPORTUNITIES

- **ART DIRECTOR**
- **COMMUNICATIONS DIRECTOR**
- **COPYWRITER**
- **CREATIVE DIRECTOR**
- **EDITOR**
- **GRAPHIC DESIGNER**
- **MARKET RESEARCHER**
- **MARKETING SPECIALIST**
- **MEDIA RELATIONS ADVISER**
- **PROMOTION MANAGER**
- **PUBLIC RELATIONS SPECIALIST**
- **PUBLICIST**
- **WEB DESIGNER**



# WORKS CITED

**“Advertising and Public Relations Major.” University of Tampa - Advertising and Public Relations Major, [ut.smartcatalogiq.com/en/current/catalog/college-of-arts-and-letters/departments/communication/advertising-and-public-relations-major/](https://ut.smartcatalogiq.com/en/current/catalog/college-of-arts-and-letters/departments/communication/advertising-and-public-relations-major/). Accessed 19 Feb. 2024.**

**“Advertising and Public Relations.” University of Tampa, [www.ut.edu/academics/college-of-arts-and-letters/communication-degrees/advertising-and-public-relations](https://www.ut.edu/academics/college-of-arts-and-letters/communication-degrees/advertising-and-public-relations). Accessed 19 Feb. 2024.**