

## Our Department Professors

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### Suzanne FitzGerald, APR, Fellow PRSA

Chair of the department, Dr. FitzGerald has more than a decade of experience in corporate and marketing communications, as well as 15 years of full-time teaching. Dr. FitzGerald also serves as accreditation chair for the Philadelphia Chapter of PRSA. She received her Ph.D. from Temple University. Contact Dr. FitzGerald at sparks@rowan.edu.

### Joseph Basso, APR

Dr. Basso has spent more than 20 years practicing and teaching PR. Dr. Basso earned his Juris Doctor and now writes in the area of media law. He received his Ph.D. at Texas A&M University. Contact Dr. Basso at basso@rowan.edu.

### Larry Litwin, APR, Fellow PRSA

Professor Litwin has over 30 years of experience in communication. Professor Litwin served as PR director for two school districts and as associate PR director for the Northeast region of the U.S. Department of Labor. He earned his M.A. at Glassboro State College. Contact Professor Litwin at litwin@rowan.edu.

### Edward H. Moore, APR

Professor Moore has served 25 years as a communications executive and counselor, as well as a journalist and educator in the U.S., Canada, Europe, and Asia. Professor Moore is co-author of the text, *The School and Community Relations*. His other books include *School Public Relations for Student Success*, *School PR Research Primer*, and *Mastering E-Newsletters*. He earned his M.A. at Glassboro State College. Contact Professor Moore at mooree@rowan.edu.

## Program Features

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### Program Faculty

Full-time faculty members teach all the core courses in the graduate public relations program. All of these professors continue to practice in the field while teaching at Rowan University.

### Graduate Assistantships

Graduate Assistantships may be available for students who wish to study full-time or part-time. A GA works for the GA sponsor for up to 20 hours per week during the year. In return, the GA receives a stipend and a partial tuition waiver. Students must apply for assistantships through the College of Graduate and Continuing Education.

### Mentoring Program

Public relations practitioners mentor students interested in the practitioner's field. Mentors answer questions and advise students throughout their program. Mentors also serve as a contact during job searches.

### Public Relations Student Society of America (PRSSA)

Graduate students can join Rowan University's PRSSA, the Anthony J. Fulginiti Chapter. PRSSA provides students with great networking opportunities as well as practical experience working with its student firm or writing for its newsletter. Rowan's PRSSA chapter has won more than 200 national awards and has been named outstanding chapter in the nation eight times.

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**For additional information or questions about the M.A. in PR Program, contact:**

Professor Edward Moore  
mooree@rowan.edu

Dr. Suzanne FitzGerald  
sparks@rowan.edu



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# Public Relations



**M.A. Program**

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Department of Public Relations/Advertising  
College of Communication  
Rowan University

## Why Public Relations?

Graduates of Rowan's M.A. in PR program work for leading corporations, nonprofits, PR agencies, and educational institutions throughout North America. Others have successfully launched their own businesses, and nearly all are active in the profession's leading professional organizations, including the Public Relations Society of America, the International Association of Business Communicators, and the National School Public Relations Association.

Rowan's program helps students become skilled public relations practitioners, as well as successful PR counselors and strategists. They're prepared to help their organizations identify and meet vital business and communication needs.

The Rowan program focuses on helping students become the communication leaders that today's organizations need.

## What Graduates Say...

"Rowan's master's program was the best investment in time and money of my entire career."

— *Dave LeFever, Executive Director of the National Association of Fleet Administrators*

"I received a real life, practical education at Rowan that I would not trade for anything."

— *Dan Cirucci, Corporate Communications Lecturer and PR Consultant*

"Our professors shared real-life situations, where all of our practical communication skills were needed. Rowan's program was steps ahead of other PR programs in the country."

— *Rich Bagin, Executive Director of the National School Public Relations Association*

## Why Study at Rowan University?

Rowan University's M.A. in Public Relations program has unique features that provide students with exceptional benefits that give them a well-rounded and one-of-a-kind educational experience.

Features	Benefits
<b>One Year or Two Years</b>	
If enrolled full time, a student can complete the M.A. program in either one year or two years. Students must complete 33 credits of coursework, pass a comprehensive exam, and complete a thesis.	Professionals can earn a master's degree quickly to enhance their worth in the workforce. College graduates can extend their education two years to receive a graduate degree and build a strong professional network.
<b>Emphasis</b>	
When entering the M.A. program, students may select one of three focused areas of study. Students may choose among Corporate/Organizational Public Relations, Educational Public Relations, and Public Affairs.	The emphases enable students to concentrate on a specific area of public relations based on their preferences. Students leave the program well-equipped for the workforce with a breadth of knowledge in their field.
<b>Electives</b>	
Students enrolled in the program take at least 12 credits of electives and often choose electives to focus on area of study. Module electives count for fewer than 3 credits and meet briefly during the semester. Modules offered may include topics such as Fund Raising and Development, Legislative Liaison, Crisis PR, Client Relationships, Marketing Communication, and Internal Communication.	Electives allow students to tailor the M.A. program to their individual needs and interests. Through the different electives, students can focus on specific areas of study while learning from current practitioners, such as a Department of Labor public affairs manager, a leading crisis manager and agency executive, and an online communications director for a Fortune 500 company.
<b>Comprehensive Exam</b>	
Students must pass a comprehensive exam with both a written and an oral component to complete the M.A. program.	Taking the comprehensive exam helps prepare students to pass the APR exam and become accredited in the field.
<b>Thesis</b>	
Students must write an approved thesis on any aspect of Public Relations or communication to complete the M.A. program.	The thesis adds academic rigor to the program and provides students with the opportunity to conduct original research and publish their findings.
<b>Strong Alumni Network</b>	
Rowan alumni have a strong loyalty to the school and value their education from the College of Communication.	Students benefit from a large alumni network to help them enter the workforce and provide professional career advice.
<b>Internship</b>	
Students may take 3 elective credits of internship, as on-the-job apprenticeship in a public relations role.	An internship helps students gain experience, as well as establish relationships that often lead to job offers.