

## Our Department Faculty

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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.

### Gina Audio

Professor Audio has 20 years of experience in public relations in the for-profit and non-profit sectors in Southern New Jersey. Professor Audio has recently worked as a Program Planner for a \$50 million community action agency and continues her Ph.D. research at the University of Phoenix. Contact Professor Audio at audio@rowan.edu.

### Joseph Basso, APR

Dr. Basso has spent more than 20 years practicing and teaching PR. In 2003, 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.

### Richard Earl

With more than 30 years of experience in PR, advertising, and journalism, Professor Earl served as vice president of corporate communications for a large national insurance company. Professor Earl has also held positions in healthcare, education, the oil industry, and the military. He earned his M.A. at *Rutgers University*. Contact Professor Earl at earl@rowan.edu.

### Larry Litwin, APR, Fellow PRSA

Professor Litwin has over 30 years of experience in communications. 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.

### Michael McNiven

Dr. McNiven has worked previously in market research, marketing, and advertising sales for the *Financial Times* in New York. Dr. McNiven is currently a co-advisor to the Ad club and has recently completed his doctoral work at the *University of Georgia*. Contact Dr. McNiven at mcniven@rowan.edu.

### Marisa Miloszewski

Professor Miloszewski has more than twelve years of multi-channel, retail and direct marketing. Professor Miloszewski served as marketing director for Charming Shoppes, Inc., and also managed direct marketing at The Franklin Mint. She earned her B.A. and her M.B.A. at *The College of William and Mary*. Contact Professor Miloszewski at miloszewski@rowan.edu.

### Asi Nia-Schoenstein

Professor Nia-Schoenstein has 25 years of experience in international, corporate, and agency public relations; she has worked in various European and Middle Eastern countries. Professor Nia-Schoenstein earned her M.A. at Boston University. Contact Professor Nia-Schoenstein at schoenstein@rowan.edu.

### Charles Volpe

Professor Volpe has more than 20 years of advertising and marketing communications experience and headed his own firm for 16 years. Professor Volpe currently serves as an officer and board member of the Philadelphia Ad Club. He earned his M.A. at *Rowan University*. Contact Professor Volpe at volpe@rowan.edu.



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# Advertising

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*Award-Winning  
Program and Alumni*

**Department of Public Relations/Advertising  
College of Communication  
Rowan University**

## Major in Advertising

The Advertising program emphasizes hands-on experience. In the classroom, students participate in problem-solving competitions, make panel presentations, and work with actual business clients.

### Internships

Rowan University encourages undergraduates to seek internships. Fortunately, Rowan's advertising professors have a combined work experience of more than half a century and have made contacts with numerous agencies in the areas surrounding the university. The professors monitor newly available internships and work with students on a regular basis to help make these opportunities a reality.

### AdDynamics

During Advertising Campaigns, students handle a "real world" account through AdDynamics, Rowan's student advertising agency. The project results in a campaign book that incorporates research, strategic planning, creative concepts, pre- and post-testing, and media selection. Past clients include: Campbell's Soup, AT&T, Smith Kline Beecham, DuPont, Panasonic, and Okidata.

## Ad Club

### What is the Ad club?

- ◇ It is a student organization designed for advertising majors.
- ◇ It is also a college chapter of the American Advertising Federation (AAF), a national organization composed of 250 college and professional organizations all over the United States.
- ◇ Our chapter at Rowan University is now in its 31st year and has more than 130 active members.

### Special Activities, Conferences, and Award Shows

The Ad Club gives students an opportunity to work with great organizations and companies. For several years, our Ad Club students managed the Philadelphia Ad Club's web site ([www.phillyadclub.com](http://www.phillyadclub.com)) and its 36-40 page bi-monthly news magazine. Our students "rub shoulders" with professionals as photographers, writers, and editors.

Our Ad Club students also attend conferences and agency tours. Our Ad Club has received national awards and recognition, including a Philadelphia Ad Club "ADDY Award."

## Key Courses

- ◇ Communication Theory
- ◇ Introduction to Advertising
- ◇ Introduction to Public Relations
- ◇ Print Media Copywriting
- ◇ Electronic Media Copywriting
- ◇ Integrated Marketing Communications
- ◇ Introduction to PR/Advertising Research
- ◇ Publication Layout and Design
- ◇ Media Planning
- ◇ Advertising Strategies
- ◇ Advertising Campaigns
- ◇ Internship

## Alumni Facts

Many of our alumni handle strategic planning and creative work for some of the top agencies in the nation, including Bates Worldwide, Goodby Silverstein & Partners, Young & Rubicom, and more.

These alumni have won industry awards and accolades, including Clios, One Show, and Cannes Film Festival. One Rowan alumnus was honored with TV Guide's "Top 50 Commercials of All Time" award.