

Our Department Faculty

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 nonprofit 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.

Tracie Babb

Dr. Babb joins the Rowan faculty after teaching PR, advertising, communication conflict, human dynamics and public speaking at Howard, Bowie State and Kaplan University. She also worked at Burson-Marsteller, one of the leading PR firms in the country. Dr. Babb earned her Ph.D. from *Howard University*. Contact Dr. Babb at babb@rowan.edu.

Anthony Fulginiti, APR, Fellow PRSA

Professor Fulginiti was named the country's Outstanding PR educator by PRSA. The president of Perry Associates, a PR consulting firm, Professor Fulginiti has served as president of PRSA's Philadelphia Chapter. He is also co-author of the text *Practical Public Relations*. He earned his M.A. at *Villanova University*. Contact Professor Fulginiti at tonyprof@aol.com

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.

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 Community Relations*. He earned his M.A. at *Glassboro State College*. Contact Professor Moore at mooree@rowan.edu.

Asadeh (Asi) Nia-Schoenstein, APR

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.



Public Relations

Nationally Recognized Program and Faculty

More than 30 years of Academic Excellence and Student Success

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

Did you know?

Rowan University's undergraduate public relations program is Certified for Education in Public Relations by the Public Relations Society of America. It is one of only 20 such programs in the nation.

Public Relations students receive a comprehensive education that includes a theoretical grounding in the field of communication along with real world experience in writing, research, campaign planning, and problem solving.

Rowan University also has a graduate program in public relations. Our undergraduate students benefit from their interaction with master's candidates.

Internships

Internships play a key role in career development. More and more colleges recognize this, creating a high student demand and making internships difficult to find. Because of their work histories and current experience within professional organizations, Rowan professors have numerous contacts — giving Rowan students the advantage when it comes to applying and competing for meaningful internships.

Public Relations Student Society of America (PRSSA)

The Anthony J. Fulginiti Chapter of the Public Relations Student Society of America at Rowan University prepares students with know-how, networking opportunities, and the portfolios to succeed in the communication profession.

Our student PR agency, PRaction, offers students a wide variety of opportunities to research, plan and implement public relations campaigns for business and nonprofit clients.

In 2008, Rowan's PRSSA chapter was voted "Outstanding Chapter in the Nation" for the eighth time. Students also contribute to *Promo*, our monthly, award-winning chapter newsletter.

In its 34-year history, Rowan University's PRSSA has won more than 200 national and regional awards — more than any other chapter in the nation.

Rowan's program is one of only 20 programs "Certified for Education in Public Relations."

Key Courses

Communication Theory
Public Opinion
Introduction to Public Relations
Introduction to Advertising
Basic PR Writing
Advanced PR Writing
Introduction to PR and Advertising Research
Publication Layout and Design
Case Studies in PR
PR Planning
Internship

A few places where our graduates work:

- ✓ Ketchum Public Relations
- ✓ Six Flags Great Adventure
- ✓ Walt Disney World
- ✓ Electric Factory Concerts
- ✓ NBC Studios
- ✓ Campbell's Soup
- ✓ Porter Novelli PR
- ✓ The Washington Post
- ✓ American Express
- ✓ Easter Seals of NJ
- ✓ Visa
- ✓ Sony
- ✓ Goodwill Industries
- ✓ Cooper Hospital