

Integrated Advertising and Public Relations Major Overview:

The Integrated Advertising and Public Relations major prepares students to create strategic communication campaigns that connect organizations with their target audiences across multiple media platforms. Students develop skills in advertising, public relations, branding, content creation, digital media, campaign strategy, market research, and analytics while learning how to deliver unified messaging in today's integrated communication environment. Graduates are prepared for careers in agencies, corporations, nonprofit organizations, government, and media where creativity, strategy, and communication are essential.

Typical Industry Sectors:

1. Advertising Agencies
2. Public Relations and Communications Firms
3. Corporate Marketing and Communications
4. Media and Digital Marketing
5. Nonprofit and Government Organizations

10 Sample Entry-Level Job Titles:

1. Advertising Coordinator
2. Public Relations Coordinator
3. Communications Specialist
4. Social Media Coordinator
5. Marketing Coordinator
6. Digital Content Specialist
7. Account Coordinator (Advertising or PR Agency)
8. Media Planner Assistant
9. Brand Marketing Assistant
10. Corporate Communications Coordinator

5 Hard Skills:

1. Strategic Communication Planning
2. Digital Content Creation
3. Social Media Management
4. Campaign Analytics and Performance Measurement
5. Copywriting and Message Development

5 Soft Skills:

1. Communication
2. Creativity
3. Critical Thinking
4. Project Management
5. Teamwork and Collaboration

Additional Training or Certifications:

A bachelor's degree in Integrated Advertising and Public Relations prepares graduates for careers in advertising, public relations, marketing, and corporate communications. Professional certifications in areas such as Google Analytics (GA4), Google Ads, HubSpot Content Marketing, HubSpot Social Media, or Meta Digital Marketing can strengthen technical skills and improve employment opportunities. Building a professional portfolio through internships, campus organizations, and client-based projects is highly recommended. Graduate study in Strategic Communication, Integrated Marketing Communications, Public Relations, Business Administration, or Digital Marketing can support advancement into leadership and specialized communication roles.

Student and National Organizations:

1. Public Relations Society of America (PRSA)
2. American Advertising Federation (AAF)
3. Public Relations Student Society of America (PRSSA)
4. American Marketing Association (AMA)
5. National Student Advertising Competition (NSAC)