

Department of Media, Communication and Public Relations:

Public Relations, Advertising & Integrated Marketing Communication (B.A.)



Matthew Humphrey
*Assistant Professor of
Communication*

Phone: 724-589-2851

✉ mhumphrey@thiel.edu

Create the messages that keep the economy moving.

Bill Gates once said, "If I were down to my last dollar, I would spend it on public relations." That's how important image is to a company. Working in public relations, advertising, or integrated marketing communications, that image will be your responsibility. In fact, the success or failure of an organization can rise and fall with the success or failure of its message.

It takes a special individual to work in this field. You must be able to think critically and creatively while understanding how people think and what they want. That's where your Thiel education will be so important. Not only will you receive a first-rate education in the art and science of communication, but also the rigorous liberal arts education that helps you hone these abilities.



"Creativity and innovation are about finding unexpected solutions to obvious problems or finding obvious solutions to unexpected problems."

Rei Inamoto- Chief Creative Officer

"Doing business without advertising is like winking at someone in the dark. You know what you are doing, but nobody else does."

Advertising, public relations, and IMC are all trying to do the same thing – make sure that everyone, as Stuart Henderson Britt said, sees you winking. NO matter where you work, it will be your job to get a product or service noticed. To do that you'll need outstanding communication and critical thinking skills plus the ability to "think outside the box" in a focused and cogent manner.

That's exactly what you'll learn at Thiel, where we combine a solid grounding in business, marketing and communication with the liberal arts curriculum that broadens your horizons and allows you to see things from many perspectives. No wonder 95% of our 2022 graduates are working or studying in their fields.

Here are some of the careers you can pursue with a Public Relations, Advertising and IMC degree:

- **Brand Manager** – earn an average salary of **\$80,645** maintaining the integrity of your organization's brand across all marketing initiatives and communications. *
- **Account Executive** – earn a median salary of **\$59,395** as the direct link between your agency and your clients. **
- **Copywriter** – earn a median salary of **\$57,495** writing digital, social media, print, radio, and television advertising in an agency or for an individual organization. **
- **Public Relations Manager** – earn a median salary of **\$77,905** developing an organization's image and identity, writing press releases and other communications, and dealing with the media. ***
- **Marketing Research Analyst** – earn an average salary of **\$64,837** measuring the effectiveness of marketing campaigns and making recommendations for the future. ****

Major in Public Relations, Advertising and IMC and you will:

- Study in small classes that provide personal attention thanks to Thiel's 11:1 faculty-student ratio.
- Work in a cooperative program taught by the Arthur McGonigal Department of Business Administration and Accounting and the Department of Communication.
- Understand the basic business marketing and management functions.
- Understand communication's role in society and mass culture and the uses of public relations, advertising, and marketing generally.
- Understand ethical issues in public relations, advertising, and marketing in today's business environment.

99% of Thiel students
receive tuition assistance.

You can afford to attend Thiel College. Contact an admissions counselor to learn about scholarship opportunities.

For more information or to apply, visit:

www.thiel.edu/academics/departments/communication/majors-and-programs/public-relations-advertising-integrated-marketing-communication-major

* www.payscale.com

** monster.com

*** payscale.com

**** Bureau of Labor Statistics



www.thiel.edu/apply ■ admissions@thiel.edu ■ 724-589-2345