

GRADUATE STUDIES

WILLIAM PATERSON  
UNIVERSITY

Will. Power.

# MA in Professional Communication



## Seeking an advantage in the competitive and ever-evolving job market?

The **Master of Arts in Professional Communication** program at William Paterson University is suited for students and working professionals. This flexible, innovative program is designed to help you achieve success in such fields as public relations management, digital and social media, and corporate communication.

### Our program is designed to help you:

- Advance Professionally
- Develop social media expertise
- Hone strategic writing skills
- Strengthen management and leadership abilities
- Pursue new and emerging career paths
- Build integrated communication knowledge



# Letter from the Director



**Professor Lorra Brown**

Thank you for considering our MA in Professional Communication!

We launched this program after conducting significant research and identifying emerging career and industry trends. We developed a rigorous and flexible curriculum which was assessed and endorsed by external scholars and professionals.

Our growing pool of alumni earned promotions and secured coveted professional positions in global corporations, public relations firms, and non-profits. Others have successfully transitioned into new careers as social media community managers and digital marketing communication specialists.

These achievements are a testament to the quality of our students and faculty, and highlight our commitment to creating a curriculum that pairs a strong academic foundation with relevant strategic integrated marketing communication knowledge and technical skills.

This newsletter, proudly created and designed by our graduate assistants, features testimonials from graduates, highlights of the insightful Master Project topics, and information about courses and events.

For more information, I am available at [BrownL50@wpunj.edu](mailto:BrownL50@wpunj.edu). I'd love to hear about your professional achievements or how discuss how we might help you achieve your personal, academic and professional goals!

**GRADUATE STUDIES**  
**WILLIAM PATERSON**  
**UNIVERSITY**

College of Arts and Communication

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Daryl Moore  
**Dean**

Jaclyn Antonacci '16  
Juliana Quintero '16  
**Graduate Assistants**

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**CONTACT US**  
Professor Lorra Brown  
and Dr. Angie Yoo  
**Graduate Directors**

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**CONNECT WITH US**  
[wpunj.edu/graduate](http://wpunj.edu/graduate)  
Twitter: @WPUNJ\_PCOM

## Graduate Assistantship Opportunities



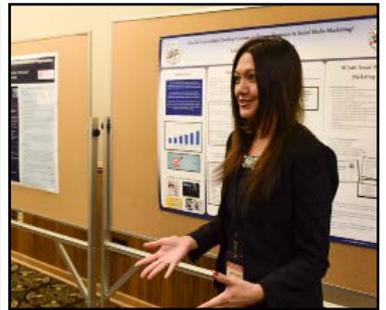
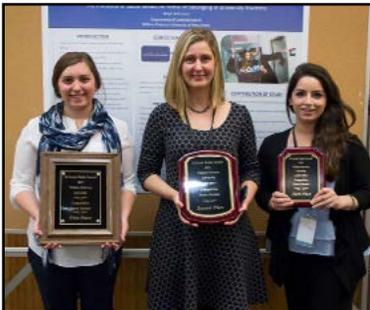
A graduate assistantship (GA) is an academic award that carries a stipend and a waiver of tuition and fees. GA's work on campus twenty hours per week, September 1st to June 30th.

GA's are appointed to work closely with an assigned faculty, staff, or administrator. Under the direction of a supervisor, GA's will assist in carrying out the goals and mission of the unit. Assistantships give students the opportunity to produce relevant work and gain practical work experience.

The deadline to apply for an assistantship is April 1. For additional information about the Graduate Assistantship process, contact Lissette Gonzalez at 973.720.3093.

# The New Jersey Social Media Summit

The annual New Jersey Social Media Summit (NJSMS) is an academic event sponsored by the MA in Professional Communication. Students, scholars and business professionals interested in social media join us for a day of panel discussions, poster sessions, breakout activities and networking opportunities.



## Top Tweets from #NJSMS15



**Taylor Madison**

High quality engagement = delivering message and producing two-way communication #NJSMS15



**Lorra Brown**

Dynamic presentation by @ThinkBluePR about the impact of big data and consumer power in social media!



**Jaclyn Antonacci**

Loving @LisaChewning's thoughts on social media and community building. #NJSMS15



**Carlos Cano**

Such a great day full of insight on #socialmedia. It is amazing to see how it has evolved. #NJSMS15



**Emily Sanders**

Enjoyed all the presentations at the #NJSMS15 poster session. Great research on how people are using and responding to social media.



For more information about the summit, follow @NJSocialSummit on Twitter and Instagram, connect at Facebook.com/NJSocialSummit, or visit [nova.wpunj.edu/njcsmr](http://nova.wpunj.edu/njcsmr).



**Our program is designed to offer flexibility and customization.**

## **Two Track Options:**

**Corporate and Strategic Communication** emphasizes the importance of public relations skills, understanding of corporate issues, programming of integrated marketing campaigns, and analyzing organizational structures. **Digital Media and Professional Writing** seeks to develop professional writers via courses geared toward comprehension of digital applications and multiplatform strategic writing.



## **Course Highlights**

- PCOM 5100 Integrated Communication
- PCOM 5110 Professional Seminar
- PCOM 5120 Organizational Communication
- PCOM 5660 Corporate Social Responsibility
- PCOM 6090 Leadership and Teamwork
- PCOM 6100 Writing for Digital Media
- PCOM 6150 Digital Communication Applications
- PCOM 6200 Strategic Public Relations Management
- PCOM 6210 Global Communication
- PCOM 6230 Crisis and Reputation Management
- PCOM 7150 Social Media Communication

**View full listings at [bit.ly/WPUNJPCOM](http://bit.ly/WPUNJPCOM)**

# Master Project Spotlights

The PCOM Master Project is a cumulative experience in which graduating students demonstrate applied competencies in effective communication through research, planning, writing, technology, and presentation.

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**KELLY MORAN, '14**

"An Examination of the Relationship Between Fashion Blogs and Consumer Purchasing Decisions"



**RANDI LONDON, '14**

"Employer Perceptions and Employee Competencies: Are Employers Getting What They Want From Entry-Level Employees?"



**IZABELLA DE SOUZA, '14**

"Understanding Social Media Marketing in Luxury Retail"



**BRIAN FANNING, '14**

"Are There Retention-related Benefits to University Utilization of Social Media Platforms?"



**JAMES MERSE, '15**

"Channels of Communication as They Affect Volume of Messaging During a Crisis: A Case Study of the Santa Monica College Shooting"



**KAT BARNET, '14**

"Brand Loyalty and Online Brand Communities: Is Brand Loyalty Being Strengthened Through Social Media?"



**JACQUELINE ANDERSON, '14**

"Gender Stereotyping and The Jersey Shore"



**DEVIN ARNOLD, '12**

"Effective College Recruitment Through Facebook: Competitive Analysis"



**KRISTIN KUSCIN, '14**

"Social Media: A Marketing Tool for Sports Organizations"



**SIMA MONFARED, '14**

"Avatar Appearance and Gender Identity in Second Life"

# How can an MA in Professional Communication help you advance your career?



**MICHAEL FRODELLA, '12**  
Executive Director at Park Avenue Club

"I implemented my new public relations and social media knowledge right away, modernizing the way we communicate with our members."

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**AMARYLLIS MUNIZ, '15**  
Marketing Coordinator at Shami Fine Watchmaking

"The program has allowed me to advance in my career in marketing and has inspired me to continue learning more about my field. The courses, professors and mentors within the program have continued to encourage me academically and within the workplace."

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**PETER SCHAUER, '13**  
Digital Media Specialist at SEMGeeks

"I entered the PCOM program not really knowing what I wanted to do. I left the program knowing I'd be successful at whatever I ended up doing."

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**REBECCA COSTANTINI, '16**  
Assistant Development Editor at John Wiley and Sons Publishing

"The PCOM program has provided me with a foundation to succeed in my current and future careers by enabling me to hone my skills as a professional and student in personalized classroom settings led by talented faculty."

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**KATHERINE BARNET, '14**  
Associate Brand Manager at Time, Inc.

"The PCOM program allowed me to learn more about integrating new marketing techniques and communicating in the right ways on social media. The faculty truly cares about the students in the program and their successes, both academically and professionally."

# Professional Communication Advance your career?



## **MARC PIRO, '13**

**Senior Vice President of Marketing/Public Relations at Regional Bank**

"I enrolled in the PCOM program specifically to develop my working knowledge of social media practices, strategies and applications. I applied the lessons learned to develop enterprise-wide social media policies and procedures."

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## **JACQUELINE ANDERSON, '13**

**Executive Producer at The Wendy Williams Show**

"I was able to tailor the assignments in each of my courses to center around my existing career in television production. This flexibility gave me the opportunity to combine my existing professional experience with my graduate studies to help me further my career."

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## **IZABELLA DE SOUZA, '14**

**Marketing Manager at Appeagle**

"Getting my MA in Professional Communication from WPU was a great decision. It has made me more marketable as a job seeker and more skilled as a marketer."

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## **SEAN DONOVAN, '12**

**Partner Marketing Specialist at iCMS**

"My MA in Corporate and Strategic Communications has helped me fine-tune my writing skills and become comfortable presenting to large audiences. The program prepared me to successfully organize and execute marketing campaigns and initiatives in the workforce."

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## **GABRIELA MERA, '16**

**Special Events Coordinator at V Squared Events**

"The industry I'm in changes every day. The PCOM program is helping me keep current on trends while becoming as educated and prepared as possible."

# The MA in Professional Communication program is now accepting applications!

 Follow us on Twitter @WPUNJ\_PCOM or visit us at [bit.ly/WPUNJPCOM](http://bit.ly/WPUNJPCOM).



## Prospective Students Must Have:

- A Bachelor's degree from an accredited institution
- An undergraduate GPA of 2.75
- Two letters of reference
- A writing sample
- Graduate Record Exam (GRE) scores

## Non-Degree Option:

Considering graduate school, but aren't sure? You can take up to three classes (nine credits) as a non-degree student before formally applying to our program.

For additional information, and to apply, visit [wpunj.edu/graduate](http://wpunj.edu/graduate). Questions? Email [Graduate@wpunj.edu](mailto:Graduate@wpunj.edu).

# William Paterson University

A leading public University with nearly 11,500 students, William Paterson is located on a 370-acre wooded campus in Wayne, New Jersey, just 20 miles from New York City. The University offers a vast array of learning opportunities in its classrooms, laboratories, and studios. Faculty members provide a valuable blend of scholarship and practical, applied experience. Students benefit from individualized attention from faculty mentors, small class sizes, and numerous research, internship, and professional experiences.

The institution's more than 65,000 alumni can be found throughout New Jersey, the nation, and the world, using their degrees and experiences as a springboard to professional accomplishment and personal growth. They are leaders in the arts, business, health care, sports, entertainment, the media, and education. They are public servants, artists, musicians, teachers, scientists, television personalities, authors, politicians, and entrepreneurs. Their achievements reflect the University's mission and commitment to preparing graduates for success in their careers, communities, and lives.

