



Advertising and Public Relations

You see one of these between 1,500 and 3,000 times a day. You will consciously note approximately 80, but respond to only about 12. What are they? Advertisements. Many of us have definite opinions about advertising because it has become part of our daily lives. Few of us, however, know how advertising works or in some cases, doesn't work. How does advertising affect you? How do people react to various advertising techniques? How do we create good advertising? YSU's advertising and public relations program addresses these and other questions about the advertising and public relations methods.

Advertising and public relations are mainly concerned with communications by organizations to their various audiences. Organizations have public images that must be maintained and improved. Advertising and public relations practitioners create and place messages designed to inform or persuade audiences about an organization or its products and services. Public relations messages provide us with information about new developments in cancer research or charitable activities and services. Public relations activities also include event planning, writing newsletters, developing good relationships with media personnel and providing information services to customers.

Employment Opportunities

Graduates of Youngstown State University's advertising and public relations program are currently employed in:

Advertising agencies and public relations firms: Almost one-third of the several hundred thousand people currently employed in advertising/public relations work in such firms.

Media: radio, television, newspapers or other publications.

Corporate advertising departments

Production: printers, typesetters, photographers.

Nonprofit organizations: colleges, universities and charitable organizations.

Degree Options and Majors

The Williamson College of Business Administration offers the Bachelor of Science in Business Administration (BSBA) degree with majors in accounting, advertising/public relations, business economics, finance, general administration, human resource management, international business, management information systems, and marketing. The WCBA also offers the Master of Business Administration (MBA) degree and three associate degrees: Associate of Arts in Business, Associate in Labor Studies, and Associate in Technical Study.

The College

The Williamson College of Business Administration offers the MBA degree and the BSBA with nine majors. The WCBA is composed of the Department of Accounting and Finance, the Department of Management, the Department of Marketing, forty full-time faculty members, three professional academic advisors, a Professional Practice Program coordinator, the Center for Nonprofit Leadership, the Williamson Center for International Business, the Monus Entrepreneurship Center, and the YSU Small Business Development Center (SBDC). There are 40 full-time faculty members, approximately 1800 undergraduate students, and 175 MBA students.

Accreditation

YSU's bachelor and master's degrees in business are accredited by AACSB International – The International Association for Management Education, the oldest and most prestigious accrediting agency for business schools. To achieve accreditation, business programs must satisfy the expectations of a wide range of quality standards relating to strategic management of resources, interactions of faculty and students in the educational process, and achievement of learning goals in degree programs. AACSB accreditation is the "hallmark of



excellence in management education.” By completing an AACSB accredited program, the quality of your degree is recognized worldwide.

Mission

The mission of the WCBA is to prepare undergraduate and MBA students for productive and fulfilling careers as leaders in business, government, nonprofit organizations, and society. Strategic partnerships with the business community, an emphasis on our students’ professional and leadership development, and the international accreditation of our programs distinguish the college and its programs.

Facilities

The Williamson College of Business Administration is located in Williamson Hall, a six-story building that houses several classrooms, all business faculty offices, two student lounges, the WCBA Undergraduate Advisement Center, the Professional Practice Program Office, and the student organizations’ office. Also located in Williamson Hall are the college’s three networked computer labs that provide specialized business software, Internet access, scanners and laser printers.

Faculty

The Williamson College of Business Administration is proud of its 40 full-time faculty members who are dedicated teaching professionals. Eighty-seven percent hold doctoral degrees and many bring prior experience in business to the classroom. In addition to fulfilling their teaching and advising commitments to students, faculty members are active in research, professional activities, consulting, and public service.

YSU maintains a faculty-student ratio of 1:19, among the lowest of state-affiliated universities in Ohio.

Beyond the Classroom – leadership and professional development

Preparing students to be leaders includes rigorous academic preparation combined with co-curricular and professional development opportunities. Business students are encouraged to pursue a variety of activities that will enable them to enhance their knowledge and skills, and position them for success in college and in the business world. Participation in professional student organizations, internships, study abroad, international study tours, and community service contributes to the development of the students’ professional portfolio.

Student chapters of national professional organizations provide an excellent means for students to develop leadership skills, network with professionals in their chosen career fields and increase their exposure to the business world. Students are able to interact with nationally recognized business leaders through the Williamson Symposium Series and the Entrepreneur in Residence Program.

Professional Practice Program

The Williamson College of Business Administration (WCBA) includes the Office of Professional Practice Programs, which coordinates the internships and cooperative education activities for the WCBA. Internships and cooperative education provide academically-focused, career-related work experiences that enable students to link and apply the knowledge and skills they are acquiring in the classroom to an actual work setting. Through internships and co-ops, students can earn academic credit toward their degrees and, in most cases, are paid for their work. More than 150 business students complete an internship each year.

The Professional Practice Program helps business students with opportunities to work for public accounting firms; state, local, and the federal government; public relations agencies; health care organizations; Fortune 500 corporations; marketing firms; brokerage firms; banks; insurance companies; manufacturing companies; nonprofit organizations; and entrepreneurial ventures.

Honors

The Williamson College of Business Administration recognizes students’ outstanding academic performance through initiation into Beta Gamma Sigma, the national honor society for business majors at AACSB accredited schools. Students who qualify for Beta Gamma Sigma are inducted in the spring semester of each year. To be eligible, students must be juniors, seniors or graduate students in the top of their class.

Qualified business students are also eligible for membership in Phi Kappa Phi, a national honorary society that recognizes superior scholarship in all academic fields, and Beta Alpha Psi, open to all accounting, finance, and information systems majors with a 3.0 GPA.

Special Scholarships and Awards

The WCBA is fortunate to award more than \$120,000 in college-based scholarships each year. Scholarships are designated for incoming freshman and sophomores,

(see following page)



To obtain the Undergraduate Admissions and Financial Aid Application and/or a copy of the current Undergraduate Bulletin, please contact the Office of Admissions at:

Telephone: (877) 468-6978 330-941-2000 TDD: 330-941-1564 Fax: 330-941-3674 E-mail: enroll@ysu.edu

The Office of Admissions is open Monday and Thursday, 8:00 a.m. to 6:00 p.m., and Tuesday, Wednesday, and Friday, 8 a.m. to 5 p.m. The Office is also open every other Saturday from 9 a.m. to noon, except on holiday weekends and during term breaks

juniors, and seniors. College-specific applications are due to the WCBA in February or March each year. Recipients are selected based on academic performance and co-curricular activities.

In addition, Outstanding Senior Leadership Awards are presented to graduating seniors, selected by their department, for outstanding academic performance, leadership and professional development activities.

Degree Requirements

All new students enter the WCBA as pre-business, pre-business economics, pre-accounting, pre-finance, pre-management, or pre-marketing. Students may declare a specific major once they complete 60 semester hours of coursework, including Writing 2 and all business tool courses with grades of C or better and have a cumulative grade point average of 2.5 or higher. Students must submit an application to declare a business major with a business academic advisor in Williamson Hall, room 408.

Business students are required to complete five sets of coursework:

1. The **General Education Requirement** (GER) courses are in Writing, Oral Communications, Natural Sciences, Mathematics, Societies & Institutions, Artistic & Literary Perspectives and Personal & Social Responsibility. These courses provide students with a broad-range of education that will provide a base of knowledge to better enable students to develop the analytical skills needed in the world of business. These courses are required of all students at YSU. Most of this coursework is completed during the freshman and sophomore years.
2. The **Business Tool Courses** include Exploring Business, College Business Math 1 and 2, Economic Principles 1 and 2, Legal Environment of Business, Financial Accounting, Managerial Accounting, Business and Economics Statistics and Economic Statistics Workshop. These courses must be completed with a grade of "C" or higher. This coursework is typically completed during the freshman and sophomore years.
3. The **Business Core Courses** include: Business Finance, Marketing Concepts and Practices, Fundamentals of Management, and the capstone course in Strategic Management. Students must have completed the tool courses with a grade of "C" or better and must have an overall grade point average of 2.5 to be eligible to enroll in these courses. Core courses are typically completed in the junior year and Strategic Management is typically taken in the semester prior to graduation.
4. Major coursework designated by department and completed during the junior and senior years. Courses required for the advertising/public relations major include: Consumer Behavior, Marketing Research, Marketing Communications, Creative Strategy, Media Planning & Buying, Marketing Management or Integrated Marketing, and additional advertising or marketing electives.
5. Business electives are completed during the junior and senior years.
6. Non-business electives – selected by student in areas outside of business and completed at any time.

For more information about this program, go to

<http://www.wcba.yosu.edu/marketing.htm>



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