

SCHOOL OF COMMUNICATION

B.A. Journalism and Promotional Communication Integrated Promotional Communication Track

Integrated Promotional Communication provides expertise in a wide range of strategic communication techniques. Majors are well-versed in diverse communication specialties including public relations,

- Professional writing and developing marketing campaigns remain foundational to promotional communication. Our program trains students to write to the styles and expectations of the field. Majors also work with a client to complete a campaign.
- Today's integrated promotional professionals are expected to have digital skills to create podcasts, videos, photos, brochures, and other promotional materials, be able to engage audiences through social media, and assess the effectiveness of social media campaigns. Our program provides hands-on training in the tools (e.g. Adobe Creative Suite) necessary to create effective digital content.
- Theory courses focus on social scientific theories that inform persuasion strategies and campaigns, along with understanding the ethics of the field.

Career Opportunities

Integrated Promotional Communication graduates have landed positions at top advertising, public relations and integrated communication agencies in the Cleveland area and around the country. Here are some common career paths.

Advertising	Media Relations
Communication Campaign Consulting	Media Research (law firms)
Community Relations	Non-profits Organizations
Corporate Communication	Public Information Departments (govt. agencies)
Development and Fund Raising	Public Relations
Digital Content Production	Sales & Marketing
Investor Relations	Strategic Communication
Market Research	Surveys and Public Opinion Agencies
Media Analyst	

Internships

The School of Communication encourages *Journalism and Promotional Communication* majors to complete at least one internship during their undergraduate studies. Internships allows students to gain valuable skills, network with professionals in their field, gain professional feedback, and build their resume. For more information about School of Communication Internships visit our website: <https://class.csuohio.edu/communication/cominternships>.

If you are interested in the *Integrated Promotional Communication* Major contact the School of Communication for more information and schedule an appointment with our *Journalism and Promotional Communication* Major Director:



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