

Social Media Usage: A Comparison of Public Relations/Journalism and Marketing/Management Students

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Research indicates that students use social media for more social reasons than professional reasons. To test the assumptions in the literature, this study examined key disciplines having a professional connection to undergraduate studies. The findings focus on the key social media platforms utilized in professions as presently used by students.

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Molly Gramza is a junior public relations major who plans on pursuing a career in the field of event planning. Helen Dolley is a junior marketing major who plans on pursuing a master's degree in business. Jabril Baker is a senior marketing major who plans on pursuing a marketing position with the Bears.

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