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

Molly Gramza  
*Valparaiso University*

Helen Dolley  
*Valparaiso University*, helen.dolley@valpo.edu

Jabril Baker  
*Valparaiso University*

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

Molly Gramza, Helen Dolley, Jabril Baker

Departmental Affiliation: Communication
College of Arts and Sciences

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.

Information about the Authors:
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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Student Contact: helen.dolley@valpo.edu