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Integrated Communication: Perceptions among the Fields of Marketing, Public Relations, and Journalism

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Integrated Communication: Perceptions among the Fields of Marketing, Public Relations, and Journalism

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The literature indicates the importance of the public relations, marketing, and journalism disciplines being aware of the professional demands of each area. An analysis of student perceptions from each discipline about the other disciplines reveals the need to do more of an integrated approach in the teaching domain. A research instrument surveyed classes in public relations/journalism and marketing/management in the College of Business and the Communication Department.

Information about the Authors:

The team represents the disciplines of public relations, marketing, and journalism. Becca Mercola is a junior marketing major with a public relations minor looking to pursue a career in the marketing field. Rachel Abbinante is a junior public relations and theatre major who is looking for an internship in PR. Alec Johnson is a senior individualized sports journalism major looking for a career in sports journalism.

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