

# CAREER PATH MARKETING, MEDIA, & PUBLIC RELATIONS

 **TENNESSEE  
STATE UNIVERSITY**



Using the Psychology Major to prepare for careers in advertising, communication, and event planning.

## WHY PSYCH?

### What is the benefit of the Psychology Major?

The psychology major at Tennessee State University provides students with a solid foundation in a range of skills important for professional success in a variety of settings.

These include: research and data analysis, critical thinking, oral communication, writing, and an introduction to the basic principles that underlie human behavior.

The psychology major also provides students with the opportunity to apply for graduate school in psychology, while still preparing them for a variety of rewarding careers with their bachelor's degree.



## PSYCHOLOGY ELECTIVES

**PSYC 4210 Sensation & Perception**

**PSYC 3510 Principles of Learning**

**PSYC 4130 Human Learning & Cognitive Processes**

**PSYC 3410 Social Psychology**

**PSYC 4370 Field Placement**

**Internship in Psychology**

## CAREER PREP COURSES

**MKTG 3010: Basic Marketing**

Prerequisite: ECON 2020

**COMM 4480 Principles of Public Relations**

Prerequisite: COMM 1040, 2400

**COMM 4460 Creative Advertising Strategies**

No listed prerequisites.

**COMM 3160 Integrated Marketing Communications**

Prerequisite: COMM 1040

**COMM 4580: Advanced Public Relations**

Prerequisite: COMM 4480 (cont.)

## POTENTIAL INTERNSHIPS/EMPLOYERS

**MP&F Public Relations (mpf.com)**

611 Commerce Street, Suite 3000

Nashville, TN 37203

**Phase 3 Marketing & Communications**

[www.Phase3mc.com/careers/](http://www.Phase3mc.com/careers/)

Atlanta, Charleston, Nashville, & more

**LEO Events (leoevents.com)**

Memphis-based

[leoevents.com/careers/](http://leoevents.com/careers/)

**Emma**

[myemma.com/careers](http://myemma.com/careers)

Nashville & Portland

## CAREER PREP COURSES CONT.

### ART 3110 Graphic Design

Prerequisite: ART 1030, 2510

### ART 4120 Advanced Graphic Design

Prerequisites: ART 2510, 3110

### ART 4400 Intro/Desktop Publishing

No listed prerequisites.

### COMM 3550 Producing Digital Media

No listed prerequisites.

### COMM 1060 Fundamentals of Media Writing

ENGL 1010 and ENGL 1020

### COMM 2300 Business and Professional Speech Communication

No listed prerequisites.

### COMM 2350 Copywriting

Prerequisite: COMM 1040

### MGMT 3010 Management and Organization Behavior

As least Junior standing.

### HPSS 4340 Planning Special Events and Demonstrations.

No prerequisite listed.

### HSMG 3700 Events Management

Prerequisite: MGMT 3010.



## CAREERS TO CONSIDER



When psychology majors take electives in marketing, media, and public relations, they can position themselves for fulfilling careers in these areas. Don't shy away from courses that are writing intensive. Strong **writing skills** are highly sought after by employers, and this is a skill that improves with practice.

**Marketing** - <https://fremont.edu/marketing-career-opportunities-9-common-types-of-marketing-jobs/>

**Media Relations** - <https://www.marketingcareeredu.org/media-relations/>

**Public Relations** - <https://www.marketingcareeredu.org/media-relations/>

**Events Management** - <https://eventplannersassociation.com/9-reasons-career-event-management/>

## MINORS TO CONSIDER

- **Marketing Minor**
- **General Business Minor**
- **Entrepreneurship Minor**
- **Minor in Communication with concentration in Mass Communication**

*See the TSU Undergraduate Catalog and contact the chair of the department in which the minor is offered, for more information.*

TSU-19-0023(A)-151-13310- Tennessee State University does not discriminate against students, employees, or applicants for admission or employment on the basis of race, color, religion, creed, national origin, sex, sexual orientation, gender identity/expression, disability, age, status as a protected veteran, genetic information, or any other legally protected class with respect to all employment, programs and activities sponsored by Tennessee State University. The following person has been designated to handle inquiries regarding non-discrimination policies: Stephanie Roth, Office of Equity and Inclusion, [eroth@tnstate.edu](mailto:eroth@tnstate.edu), 3500 John Merritt Blvd., General Services Building, Second Floor, Nashville, TN 37209, 615-963-7435. The Tennessee State University policy on nondiscrimination can be found at [www.tnstate.edu/nondiscrimination](http://www.tnstate.edu/nondiscrimination).