

Job Shadowing Itinerary 2: Public Relations/Advertising Agency

**Possible Shadowing Activities for Texas State University Student
Tuesday, March 15th – Friday, March 18th
9:00 a.m. – 1:00 p.m.**

- Attending public relations and advertising department team meetings
- Learning about the public relations and advertising industries from department supervisors
- Observing inter-department (public relations and advertising) collaboration
- Learning about the pros/cons of working in a big/small agency
- Learning about agency vs. in-house public relations
- Observing relevant media pitching techniques and strategies for developing press materials
- Learning about media books, clip books and clipping techniques; performing clipping services
- Meeting with agency staff to discuss their professional public relations/advertising experiences
- Meeting with agency staff to learn about/assist with current projects including event planning/wrap-up, client research (media lists, award opportunities, etc.) and other activities as they arise