

Erich Ammann

Professor Agarwal

CMAT 445

Course Reflection

I want to start off by saying that this course has been one of the most insightful and relevant courses I have taken at Salisbury University. The course had the perfect amount of diversity between information and the actual application of the knowledge we learned. In previous courses, we often sit through lectures about how to use programs or strategies but never get to use them. For example, I have learned about platform analytics and social platforms prior to this semester but this course allowed for my knowledge and finesse in certain areas to be showcased through real-world application. The timing of me taking this course the same semester as my practicum could not have been better. Besides the extra work from two demanding courses learning about photoshop and cava helped me enormously throughout my practicum experience. This leads me to believe that a great deal of what I learned in this course will benefit me in my future career.

Another aspect of this course that I believe is relevant to my future is our final project, not only was it the part of this class that excited me the most but it also could give me a chance to showcase my creative abilities. While I did have some shortcomings during the project it was still a way for me to actually do something that didn't feel like school but was going to benefit me so much. It also was a perfect way to integrate basically everything from this course and previous PR courses and put it to the test. Although it never felt like something graded for me because a lot of the jobs I have been applying for recommend sharing previous work and up until

this semester I did not have much relevant work to share. This project was by far my most memorable in this course and potentially my entire college career. It not only taught me lessons about PR but lessons about time management on a different level than handing in assignments on time.

I also enjoyed how often we used breakout rooms, it made zoom feel a little bit more like a classroom where you can interact and connect with your peers. It was also a great place to get advice and help on certain aspects of the course where some students did not feel comfortable. Another way that this course allowed us to connect with our classmates was through our mini-projects. Our first one was with a partner and luckily my roommate Admed was in class with me so it was great to have a face-to-face opportunity to work on classwork. While sometimes the breakout rooms were not productive it was still a great way to change up the monotonous nature of online learning.

All in all this course was truly one to be remembered it was both informative and extremely enjoyable. Dr.V you did a wonderful job making sure that students continued to receive a quality education even during a global pandemic. I would like to thank you for all the time we spent together over my 4 and a half years at SU. The lessons I learned in this course will hopefully set me apart from other applicants in the next few months as I enter my future field.

Jamil Charles

12/15/2020

Comm 445 Reflection

In retrospect my time in Communications 445 was a good experience it taught me a lot of life lessons as well as educational lessons. When going forward into the class I didn't expect it to be as digitally complex as it turned out to be. I came in thinking we would be doing basic assignments like all my other zoom classes (besides 341 of course) but this class ended up having some creative and fun assignments. The zoom class was very interactive which felt different to me because my other classes were more work oriented than interactive, in my opinion it was more refreshing being able to actually talk to the professor and my peers about the lengths I went with my projects, assignments, and everyday life. My favorite aspect of the class was the usage of different concepts inside of our projects. The Mini media projects and certifications we did helped to boost how we worked with word press, youtube, instagram, and other tools associated with the real world. The class itself was very insightful and mostly educational because it did not focus on just school work but aspects of real world PR. I felt like I was an actual PR analyst doing online work and building my portfolio and experience with certifications and Media outlets we as a class performed on. I loved the creativity of my classmates and how we bounced ideas off of each other when working on certain things on the internet. When one person didn't know how to do something another would help out fully. Overall I had a lot of fun typing up different formats for social media I felt like I was at an actual job making catchy

captions and utilizing memes and peoples feedback to help make my project even better. It put a smile on my face when i saw certain engagements because that's what PR is all about, being able to communicate effectively towards each other and this class showed that full representation.

This integrates with my career path because it taught me to utilize technology effectively throughout the course and has given me the knowledge to succeed with certain requirements for my field of study. The class overall was intense and taught me to hone my skills and knowledge of certain aspects of technology and the internet. Again thank you Dr.V for the humbling experience. I appreciate you forever.

Maura Dullea

CMAT 445

Dr. Agarwal

December 15, 2020

Reflections Paper

Overall this semester, I had some great experiences in Digital PR and I learned a lot about what I want to do in the future as a job. As soon as I heard about our project for this class and what we were going to be doing, I became very excited because it was going to give me experience working with social media for professional purposes. I was nervous to start the project though because all the work seemed daunting at first, but I quickly got into the groove of creating social media posts and blogs. This was my first experience with creating content for social media as a business, so I had to spend a lot of time figuring out my approach to this project and how I was going to accomplish all my goals. This project relates directly to my future goals because after college, I want to work as a PR professional and utilize social media in some kind of way. This project helped me understand what kinds of things I may do for my job in the future, so I appreciate the work I did for preparing me for a future job. It was also helpful to take the Hootsuite and Google Analytic courses because I am now trained in those and I have received a certificate which will make me more marketable when I am looking for a job. My most memorable experience over this whole semester is experiencing and getting used to having class fully online. It was such a weird experience for everyone so this being the first semester with classes fully online has made it extra memorable. The most important lesson I've learned is that it takes a lot of hard work and dedication to maintain a successful social media campaign. I did not understand how much work is put into these kinds of campaigns, but I feel very prepared for working on any kind of social media campaign in the future because I now have experience running one. This class and project will be helpful with future projects because it shows me how dedicated I have to be for assignments like this in school and someday in my future job so I will always have to be ready to work and dedicate myself to doing my best on all projects. I will be able to easily integrate this class and project into my future career pathways. I will be able to do this by using the skills I have learned from this project, as well as new

skills like using and interacting through Zoom. I also feel more confident about my skills for social media campaigns because I have multiple certificates now that will help me excel at what I want to do in the future for a job. I can apply many things that I learned in this class to real life. All of the lessons and things we learned throughout this whole class and from our book will be very useful in real life, especially once I get a job. I am very thankful for taking this class because it has taught me so much and has made me extremely excited that I get to continue working in PR once I graduate. Classes like this digital PR class teach me so much that will be very useful in the future, and I am grateful for the skills I have learned thus far. I am very excited to continue my PR journey after college and I know that I can apply many of the skills from this class to real life and my future job.

Halley Gillespie

Prof. Agarwal

COMM 445

December 16th, 2020

Reflection:

After taking COMM 445 this semester, I learned more than I ever thought I would. Every single mini project we had was very beneficial in applying what we learned in a job setting. I learned the basics of photoshop, adobe, google analytics, hootsuite, canva, and so much more throughout the duration of this course. The breakout rooms we had during online zoom meetings were also helpful because I got to talk to other students like I would in a regular classroom setting. In-class discussions were also helpful but I do feel as though break out groups were more beneficial. I also really enjoyed doing the readings and in class assignments because even though we didn't have too many lectures, I was able to learn and apply myself so much. And finally, the semester project was also extremely helpful. I learned that running multiple social media accounts for your own brand is harder than it sounds. It definitely prepared me if I ever need to do similar jobs when starting my career. Running social media accounts like this one is more than just posting content, strategic planning comes along with it.

This was nothing like any past experience I have had in a Communications course here at Salisbury. This was definitely the most hands-on class I have taken and I really appreciate that. The most memorable experience was the semester project and the most important lesson I learned was to engage with your audience! For future projects and career pathways I will use what I learned such as monitoring, planning, and implementing. This class was also very helpful

for real life too, such as communicating with people. I think the greatest takeaway I will take are the certifications I earned.

Omar Horne

Comm 445

Prof. Agarwal

December 13,2020

Reflection Paper

Upon enrolling into our COMM 445 class I have never taken a public relations class, actually I never I had any interest in this field of study until this semester of my senior year. It seems as though each year I learn something new about myself that I enjoy or learned, and having a career in this field is something that I discovered I really would enjoy doing. I am an IDIS major focusing on music, and communications. My sole purpose of taking public relations courses was too see how I would do and if I enjoyed it. I can say that my time in this class has been like a roller coaster. Early on my thoughts was that I would get an A now I find myself struggling hoping to get at least a C. This class has challenged me a lot, from not understanding certain information to being pressed for time to complete work all the way to staying up all night. I never thought about class so much until this semester. The fact that the class challenged me was not a negative aspect because it taught me a lot about things that I need to change and adjustments I can make to better my future especially if I choose a career in this field. To highlight my time in this class, I will start with my favorite parts. The mini projects they were fun and engaging. I thought it would just be busy work or something boring but it actually helped me learn about new brands, how analytics works, how to write professionally on different platforms, and it showed me that not all jobs can be boring in a professional setting. If a lot of my classes had work like this I would love it. Next I enjoyed our round robin conversations and the breakout rooms sometimes that is needed where students can just talk about things and sometimes it's a reliever from a long lecture of just listening or a break from constantly being in classes all day or at work. One of my least favorite aspects of this class was the book,

not that it was bad I just don't like reading books or chapters, I would much rather read forums or like what we did in class using blog posts and things of that nature. Secondly, sometimes the instructions for assignments were unclear and the only way for clarification was to email or zoom. Lastly, I fell behind on the semester project due to having to take on multiple jobs to pay for school and that really disappointed me a lot. I really enjoyed completing it and learning how to run like a little online social media business. I know I could've gotten a better overall grade if I hadn't fell behind or even had more time on my hands. Which brings me to my final thought and that was the learning environment, per covid everything was online which was ok in some ways but also bad. I learned that I'm better at learning and understanding by being in person I struggled a lot this semester with zoom classes and I wish we would have been able to have in person class instead. Some funny memories I have in this class was with the students, on zoom when your connection would cut out and usually Jamil would take control and try to finish presentations or talk about the lesson and it was good and funny that we would still continue as if you were there. It just goes to show that we all have a lot of interest in the class. My favorite lesson was when we had groups and we made logos and our presentations of them. That was fun for me because that's something I'm very familiar with I make a lot of designs and edits from my phone and know how to use Adobe photoshop and illustrator efficiently because I learned it in high school so it was very good to use my knowledge again with that assignment and others. Running a social media profile is something that I'm interested in & the last project showed me how much time I need to put into it to be successful, for future goals I want to get an internship working for a sports team or network doing almost anything related to public relations but I would like to start off with being a manager or assistant for their social media or media team in general. As being apart of a fraternity a lesson I took from this course is that as a person you not just represent another organization physically but also virtually understanding my online presence is important because when people look at me they will and are looking at my fraternity as well and they will interpret my voice for being my fraternity's voice as well, and I want to make sure that my voice speaks in the right light and direction. To finish off this semester has been crazy and I

really appreciate my peers, professor Agarwal, for my learning and experience in this class. I hope everyone stays safe and in good health, best of wishes to everyone moving forward and Happy Holidays.

Mitchell Lawlor

Dr. V

COMM 445

12/12/2020

Digital PR Reflection

The in-class discussions and class daily assignments were good ways of keeping me engaged, at first I was not a fan of having to be active in the chat box until I realized it helps me listen more and participate in class. It was different from other classes because I had never done a project that revolved around social media and running different accounts. The main project was a cool experience and intrigued me because it could be similar to a possible job in the future. The knowledge I gained from the terms while completing the final semester paper is all relevant to future goals because I am a public relations major so a possible job may relate to the project. The readings also helped me with future goals because all the information could be applied to my future pr job. The certificate process was big because to pass I needed to study and become more well informed in order to get an 80% or higher. My most memorable experience from class was watching everybody present their semester projects, seeing everyone's hard work and their individual spin on the project was very neat. The most important lesson I learned from this class is that creating a schedule is key in the pr line of work. While posting on varying networks I almost got overwhelmed until I utilized the content calendar, which aided me in a posting schedule. Now I know to keep in mind how essential a schedule is to do efficient work and to avoid issues. Besides the schedule, the most important thing I learned is how much more challenging running social media accounts are to run, especially when there is a set time frame for posting and you are trying to push messages. Taking this class will have an impact on future

projects I do because it opened my eyes to different ways to complete work, the project was about posting weekly content so it is completed bit by bit rather than cramming at the end. I enjoyed working weekly way more than I did waiting to do it all in one day. I also really liked the breakout rooms, during this covid era it is significantly more challenging in my opinion to meet new classmates so the breakout rooms provided a great opportunity to branch out and build relationships with others we normally wouldn't have talked to. There are a multitude of things applicable to real life taken from class, the ability I gained on photo editing software on Adobe Suite can be used next time I use social media. The listening tactics in the book can be applied while posting on social media networks. Overall I feel like this class was a major help in giving me a better idea of public relations and the online aspect of it.

Kayla Mason

Dr. Agarwal

COMM 445

December 16, 2020

Digital Public Relations Reflection Paper

Over the course of the semester I endeavoured some of the ways in which public relations professionals use social media. Prior to this class, I had used social media in several other classes, but this class in particular gave me insights and information on how to appropriately post on social media and brand representation. The class itself taught social media ethics so adequately that any social media user, regardless of content, could follow.

I enjoyed the connection between this class and other classes I have taken or currently enrolled in. For example, I was able to use a lot of the tools this class provided such as Adobe Suite and Google Analytics in both my conference planning and advertising courses. I used Adobe Suite for the creative aspects of media plans, and used Google Analytics to show how clients can use this tool to track engagement on a website for a brand or event. In Introduction to Public Relations I created my professional Twitter handle and used it for several other projects throughout my time at SU. It was nice to use my platform again for more engaging content and to receive comments from my classmates and others who find my posts. My most memorable experience of this class is getting to engage with my classmates over Twitter. I rarely experience any engagement on my personal and professional pages, so I appreciated my peers comments and support on my work.

I tried to integrate my career choice with my semester project and it helped me immensely. Not only was creating content more enjoyable, but I was learning new concepts as I

was creating and researching for content. The project also focused heavily on time management, organization, and creativity which are all qualities of a successful event planner. More importantly the project taught how to manage a social media campaign to its entirety. This to me, is the most important lesson out of this class because I now have experience in several different areas all from one project. Each week the lessons only added to the quality of my content.

This class was a great way to end my time at Salisbury University. I hope to eventually use the skills I learned from this class in a career as a promotional event planner, but because of this course I am also considering looking into jobs that focus on social media such as a specialist or even a content designer.

Sam Miller
Dr. Agarwal
COMM 445

Reflections Paper

From reading through the syllabus prior to the start of the semester, I had been waiting for this project to be assigned. I was very interested in terms of running my own social media accounts focused on a topic of my choice. Throughout my years of playing fantasy football, that was my biggest interest was to actually apply that knowledge to my tweets, as well as research other accounts and sports analysts to get a feel for how they ran theirs. I was very interested in terms of applying what we were learning to this project, such as using SMART goals or the TARES test to base my project off of, as I needed to follow those two to get a background for how I needed to run my platforms as well as put my plan into effect to reach my goal. The project was very interesting throughout the process, and I learned a lot in regards to the field I chose to focus on and got a lot of feedback and engagement from other “big” fantasy football accounts, that really helped me stay interested in what I was doing.

Compared to previous experiences, I had never really had a project like this. This was something different than any other project that focused on social media, and it was definitely the most fun. I had always used Twitter and Instagram, but not a lot of WordPress or YouTube. That’s one of the big reasons this was so different, rather than applying my skills to one platform, I had to take the knowledge I learned and apply it to four different platforms. Each one needed a different approach due to the fact that not all the posts were transparent to the guidelines and layout of the four platforms. I had a lot of fun working as a digital PR consultant and made my voice heard in the fantasy football world. Another reason this project was different, is we got to focus on something we liked or wanted to do, more so than picking something from a list.

This project definitely helped me in terms of my future goals, as I want to work as a PR specialist for a sports team or do something with fantasy football or soccer. It was definitely a learning experience for me, as I am not as seasoned like a lot of other accounts. This helped me to explore my possibilities as well as push myself to actually feel as a PR worker. I’d love to work for a fantasy football company (NFL, Yahoo Sports, ESPN) if the chance arises. So being able to apply my knowledge of this class as well as football helped me a lot. My social media’s can definitely be a factor for an interview or reference to prior background work.

The most important lesson I got out of this project was time management. I fell behind on my YouTube videos even though I tried my best, I had a lot of issues arise in regards to my seminar class due to travel issues, not having some lectures, and only meeting one a week. This caused a lot of stress as a lot of assignments actually got changed or swapped around and I lost myself on the videos. Another lesson I learned was to manage my social media’s a bit better. My Instagram doesn’t send me notifications so it screwed me up in terms of engaging with my viewers. My YouTube has barely any comments at all, and that was due to me not being able to

enter my information into the graph you told us to, which I thought I did and hit save but it never went through. Due to these lessons I learned, I will definitely not fall behind again in my future endeavors if I land myself a job working for a sports team or as fantasy football analyst.

The impact this project had on me will definitely be transparent for anything I work on in the future. I learned a lot about myself and what I'm capable of during these last 5 weeks for this project, so it is definitely helping me to be better about monitoring my social medias. I also really enjoyed posting and releasing polls to the world. It made me feel like I was being socially responsible and doing my part by trying to release things no one else had. This project definitely helped me to make sure I focus on time management, organizations, monitoring, and engaging. I will be graduating in December, but who knows what I'll have thrown at me in the real world! All in all, this was very helpful for me to learn from any mistakes I made so I can polish them and be fluent and on top of everything in the future. Hootsuite is also a huge plus for working future projects, especially if in teams.

I can integrate this project into my career pathways as I mentioned above, it will be useful for me to have these platforms and this whole project done as it shows that I can work on multiple platforms at any given time. This project is basically the biggest and longest project I've worked on, with the most parts, some easy and some complex. This project is going to be used as a reflection for how I did and how I can strive to be better. The project will also help for to get a job if I show employers that I do have a background in this field, especially digitally. As I mentioned, I hope to work for a fantasy football organization, so for me to be able to focus on that as my subject, it was helpful to find my target audience as well as engage with other profiles who had a larger following. This can be used as a rough draft for me in the future, as I can learn from my mistakes and really critique myself.

The reason this is applicable to real life is solely because of the world we live in nowadays. A lot of the things we do now are virtual or digital, especially with the pandemic going on around the world. I tried to focus on fantasy football as it's something I love to participate in and talk about, and it's a huge topic during the NFL season. By being able to run a digital PR profile on different networks, it allowed me to show everyone what I'm capable of online rather than just face-to-face.

Genevieve Moorhead

COMM 445

Dr. Agarwal

Reflections Paper

Digital Public Relations, Communications 445, was an interesting course this semester. Not only were we faced with remote learning, but we were also challenged with learning about the field of public relations and digital media that was changing right before our eyes everyday due to COVID-19. The organization of the course held true to the syllabus with only a few minor changes. The course materials were few but the uploaded powerpoints and recorded zoom meetings played part in making up for the shorter textbook required. In-class discussions were helpful and engaging toward the beginning of the semester; however, per usual, no one else wanted to raise their virtual hand by November. The chat box discussions were an easy way to avoid speaking on camera but became difficult to answer questions at a rapid speed. The engagement in breakout rooms however was phenomenal! Classmates could discuss at their own leisure without the pressure of a whole class listening to their answer, in fear it could be wrong. I found breakout rooms to be especially helpful when I had questions about assignments, that maybe weren't fully answered in-class or on the syllabus. When we weren't in breakout rooms or typing in a chat box, in-class assignments were provided to make sure we hadn't taken a break from Zoom while still in session. These were interesting and kept students in class for the points, they also were fun at times! Weekly readings played alongside the in-class assignments and were completed on days when the professor couldn't meet or were to be discussed in relation to that class's content. I

found the material to be rather interesting seeing as it related directly to online media and social media, something my generation has become quite fond of. The mini-projects also proved to be quite interesting, although, the only suggestion I would have for these is just a little more time! Even though the word “mini” was put in front of the word “project” these were heftier than they led on! The certifications were a great addition to the course material. Personally, I had already completed all of them for a previous class (Marketing 336 with Dr. Irina Piatselchyst), I’m sure my classmates benefited highly from these. The certification benefits were better used in COMM 445 compared to MKTG 336, in a sense of course material. Much like the benefits of the certifications, the final project was a huge success in my eyes. I found myself using social media in a more professional manner, compared to just trying to pass time. My activity on LinkedIn was noticed by employers and job recruiters which as soon to graduate, this was very helpful. The creation of our own websites and blogs will surely help us all in the resume department as well as in the public relations field. The exposure to Adobe, Youtube, Wordpress, and all the social media pages will surely set myself and my classmates ahead in our job searches (it was also my favorite part of the course). I found myself digging deeper into the project and challenging myself to create better content and examining my classmates pages to see how their engagement was so high and then comparing pages. Social media is something I use everyday, so being able to use it on a personal level and a professional level helped me differentiate between the two. The largest lesson learned from this course was to be most careful with what is posted on social media because it never goes away!

Ryanne Morris

Dr. Vinita Agarwal

COMM 445

11 December 2020

COMM 445 Reflection

Personally, this course is one that I was looking forward to taking and really sparked my interest since I first registered for it. In this class I have gained valuable knowledge and learned about digital PR elements that I did not know of before. Regarding the semester project, I was very interested in being able to create my own brand identity as a digital PR consultant. At first it was difficult for me to find my niche, but once I made a decision it was exciting to be able to run social media pages and create original content. In comparison to previous experiences, this project was unlike anything that I have ever done, which is something I really appreciated. In regards to my future goals, this project is very relevant and allowed me to gain valuable hands-on experience with things like social media management and creating original content. I now have experience and a digital portfolio to present to potential future employers. My most memorable experience from this semester was obtaining certifications such as Google Analytics, Google Ads Search, and Hootsuite. I know that these will be very useful to me in my future career path and going through the process to receive these allowed me to gain information on new topics I wanted to explore, such as analytics. One of the most important lessons I learned from the projects is that planning and organization can be very beneficial in the long run. This relates to the content calendars that we completed, which allowed me to have a structure to what content I was creating and posting. When it comes to the impact on future projects, I cannot currently think of one that can top this project. This course allowed me to explore my passions and assist with deciding what kind of position I would like to see myself in upon graduation. I really enjoyed being able to apply what I learned in class to this project and the content I was creating. When it comes to integration with career pathways, the semester project and the course itself would fulfill this. All of the concepts that we discussed throughout the semester will contribute to my future career in a communication or marketing related position. When it comes to applicability in real life, this project is a smaller scale of what several brands and organizations do on a daily basis. I was able to connect some of the project parts, such as creating original content, to my current internship experience. Often times, I saw what I was learning in class coincide with tasks I was completing at my internship site. An example of this would be working to get my Google Analytics certification while using Google Analytics at my internship to analyze data about the company website. Overall, this course was very insightful and allowed me to explore new concepts in the classroom setting. I am very grateful that I had the opportunity to take this course and want to continue learning about these topics. Thank you for a great semester!

Jenna Partilla

Reflection

As we wrap up this semester in comm 445, I feel content with my overall knowledge that I gained within digital PR and consulting. We constructed an abundance of assignments and projects to further our knowledge in this field and I feel this was my most successful class this semester compared to previous classes. Most of the information will impact my future occupation and has taught me the fundamentals of running different networks, brand marketing and how to interact with the public. I had a great interest in our final project, it was challenging but a learning experience. I was able to take a lot from the book including tips, tricks, and concepts on how to brand market and stay engaged. I also realized how much work goes into being a digital consultant, it's not easy by any means. Staying up to date with analytics, posting and interaction is critical when branding on networks. This is relevant to future goals because anything within public relations will need to be on track with analytics and ways to promote a brand and constantly engage with the public. All those concepts were taught in class discussions, group breakouts, mini projects, and readings.

My most memorable memory from this semester was the final project, it was satisfying being able to run my own networks, post what interested me and interact with my classmates. I enjoyed interacting with my classmates as well as receiving feedback from them. It was a realistic experience and surely is relevant to my future goals. I plan on continuing down the path of PR whether its digital or physical, but I enjoy working within a network and promoting a brand. It also impacted my future projects in my career path down the road and gave me more of an understanding about digital PR and what it entails. I think it was a realization that I don't want to strictly go into the path of consulting after realizing how demanding the analytics aspect is.

But like I said this semester was a great pre-experience for real life working in a PR firm and running social media networks. Going into this project I was anticipating it to be easy, like how it is running our own accounts, but not even close. To wrap this reflection up, my biggest take away from this semester's lessons were, the TARES model, how to construct a content calendar and creating a message map. The TARES model is a great overview of what you should follow and represent as a brand. The content calendar is a great tool to stay organized which I used for the final project and really impacted my work. Lastly the message map allowed me to keep track of my communication and engagement which is one of the most important concepts to keep up with. The book was another component that I found extremely useful this semester and it helped me construct tweets and tips to my fellow classmates during the final project. Overall and I am satisfied with how this course has impacted my understanding of digital PR and I know it will help tremendously in my future career path.

Reflection Paper-Comm 445
Melanie Raible
12/16/2020

Although this semester was different and challenging, it taught me that I can continue to be successful no matter the circumstances. This class in particular, showed me the importance of self-management. Out of all my classes, I would say I gained the most real-world knowledge while taking COMM 445, as it continued to challenge and teach me. Our semester long project was very practical and useful. I was able to grow a following and improve my social media management skills, which I made sure to add to my resume. In fact, I have already received a few job offers strictly due to my portfolio on WordPress!

I greatly appreciate the efforts Dr. Agarwal has put into this untraditional semester. She was able to make zoom an excellent learning environment. I am also aware that this semester has been very mentally draining on a lot of students, myself included, and Dr. Agarwal played a big part in lightening everyone's spirits. Although this semester has been quite strange, professors like Dr. Agarwal continue to provide guidance in a time when spirits are low, and for that I am grateful.

Overall, this class has taught me numerous real-world experiences. I would say that the biggest takeaway I got from this class was how to pin-point and engage with a target audience. I am proud to say that since this class ended, I have continued to post content on my Instagram, and I have doubled my following since last week. I plan on continuing to grow Raible Consultants by providing free tips to women in business.

Leah Schwartz

CMAT 445

Professor Agarwal

Dec 7 2020

Reflections Paper

Having in-class discussions (on zoom) were helpful for me personally. With having school be fully online this semester it has been very challenging for me. Comparing this class with my other class that did not even meet on zoom, I did much better when I was able to listen to classmates and hear my professor talk about things and explain things in class. I have learned better in the past when things were normal however by the end of this semester I'd say I have adapted a lot better to these changes.

I enjoyed the mini projects as well as the semester project in this class because they were all relevant to what I want to do in the future. We learned how to plan and execute social media campaigns which I think is very helpful for us PR students. I think one aspect of zoom meetings that was not so effective was the breakout rooms. I feel like most of the time they weren't needed and not much discussion happened within them compared to when we were all just together in the same zoom room.

The certifications that we had to complete were beneficial to us and I like how we had to complete them because we will most likely need that in the future. It is something you can add to your resume which also is very helpful for us as we apply to jobs. The readings helped guide class discussions which I liked as well. By reading ahead of time I was more prepared for class that week. Our daily class assignments were useful to us because it challenged us in a good way to approach PR and social media in a different and professional way.

Nyumah Stewart

Dr.Argwal

COMM445

12/16/20

Reflection

Comm445 (Digital PR) was a great experience. Being able to learn about the different aspects of public relations and how technology affects that. The most memorable experience that I have from this class would be Mini Project 1 where I got to work with Rachel Svites and create brochures for the safety for children dealing with the effects of COVID-19 in school. This Project showed me different ways that you have to change how you present your PR media as what you post has to adhere to your audiences comprehension.

This class helped me to become a better writer and organizer of my content. For any of my future projects I will now have the tools and certifications to make the most out of any content that I post because now I will be able to analyze my data analytics and make changes to my post as necessary. Getting better at reading data analytics for websites and so on is something that I was really looking forward to in this class and going through all of the online Google and Hootsuite certifications was well worth it.

For my future career path I am going to be able to integrate the plenty of the content creating tools that we learned in this class in order to influence

company sales. I may not be able to use many of the other aspects of the class for my future career but outside of the content tools this class also showed me way to create time management and organizational skills.

Overall I believe this class was very worth the work that it required and Dr. V did an amazing job making every lesson interesting and appealing to not only the course but real life examples that students may have seen outside of class. The Final project allowed me to see social media and Blog posting from a whole new perspective that I hope to now apply to real life outside of this class.

Will Sundius
COMM 445
Dr. Agarwal
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Reflection Paper

There were a lot of projects and certifications that we had to complete that will truly benefit us in the future. This is the aspect of this class that I have learned and truly appreciate you for making us complete them. These certifications give me the ability to enter the job field tomorrow if I was interested. It also makes me look very appealing to internship opportunities. This class has a serious relevance of which was the main reason I took this course. That is because I'm interested in becoming an entrepreneurial small business marketer. Specifically, our final project shed a light on what its like to be a small business marketer. I was able to learn what it takes to promote a company because I was promoting my own pages on multiple platforms for multiple weeks in a row. I think this with the certifications was the most memorable and beneficial experience of the entire class. I am able to apply the skills of the pr project onto any small businesses platform to effectively promote and advertise it.

I think our most important lesson revolved around branding your company and target audience. When we learned about a brand story and the different aspects of branding a company like Corporate social responsibility and who their target audience was. I feel like we truly were able to market for any company just by finding out what their mission and value statements were. I feel like this class is very unique and separate from the other courses in the communication and marketing department. This is the most technologically relevant course held at Salisbury. They focus on certifying you with cutting edge technology used in our field today. And for a month we practice or ability to be a PR Professional. This was nothing like other courses where we would be forced into groups where only 10% of the group actually participates and we complete it the night before. The projects given to us in this class promoted learning on a

daily basis and growing your skills as a pr expert as time went on. That's why this class is so much different from other courses held at SU.

Some things I didn't find specifically effective were the randomized breakout groups I feel that we should have just stuck with our first breakout group. So, that we would have become familiar with our group. This would also promote more conversation in the group. It would also promote willingness to help other groupmates out of class due to the fact that they would be comfortable with each other. I also found it damaging to my PR Project that we had mini projects on top of our large PR Project. It would have been more effective to have all the mini projects before the big semester project so that we don't have to much going on. With a full course load as we were doing the final project, I had countless other projects in other courses at the same time adding mini projects throughout our final project just made it all too much to juggle. Other than that, this class was an absolute blast and I had so much fun learning so much about marketing. I truly feel well equipped to face the workforce with these credentials. I feel this class has truly made me grow as a PR professional.

Rachel Svites

Reflections Paper

I thoroughly enjoyed all the aspects of digital public relations. The final project we completed was a great way to help me learn exactly how to implement digital PR. I ran a successful social media campaign, learned new terms from the book, became certified on Hootsuite, and Google AdWords. Before taking this class, I had only used social media in a few classes. I had posted polls or surveys on social media, but I had never run a whole social media campaign. I have also never had experience getting certifications to gain progress in my career. This class has been relevant to my future goals because I hope to go into a career in PR. I hope to use my certifications, and the knowledge I learned in this class to better my understanding in my career. I will add my certifications to my resume and use that to start my career in PR. The most memorable experience I had this semester was creating my social media campaign. It was hard work and tricky to navigate the concepts within this project. The project was the hardest part of this semester because I had to create and maintain social media accounts. I had never realized how hard it was to create content on multiple social media accounts every week. I created content calendars and applied the terms I learned to successfully maintain my accounts. The most important lesson I learned this semester was how important it is to stay on top of my social media accounts. It is a lot of work and keeping up with it week by week is the only way a social media campaign is going to be successful. This will impact my future projects because I have learned that I cannot do things all at once. This class has taught me that I need to stay focused on projects and create calendars for every aspect. Staying organized and spacing aspects of a project out are key if I want to implement successful projects. This class has been implemented in my career pathways because I hope my career is structured around PR. I hope to carry out a career in digital public relations which is exactly what I learned about in this course. I can apply this class

in real life when creating digital content. I can also apply this class in real life when taking other classes or looking for a job. I have had a tough semester and I am happy I made it through. I am happy that I signed up for this class because it has taught me in depth information about digital public relations. Because of this class, I feel that I am fully equipped to carry out a successful career in digital public relations.

Reflections Paper

My experience in the digital public relations course has given me a close insight to real life experiences working as a digital public relations consultant. While working on this project throughout the semester, I realized the amount of responsibility, time, planning, and creativity is required to run a successful digital media platform. My primary interest in public relations and this project is being able to apply creativity and a voice through social media. I was able to use Canva and Photoshop to create content which was familiar to me because I've previously used Canva in my internship last Fall and I have been learning to use Adobe Illustrator, InDesign, and Photoshop in my COMM 348 class. This project and the tactics / strategies from the textbook's readings that I've utilized have taught me that engaging with your publics is very important, creating a consistent schedule and clear content calendar will be your best tool to ensure you're staying on track to achieve goals, and understanding and making use of your platform's analytics will help you determine when to post on what platform and who is your platform's audience. As a student on the public relations track, this class and the project have given me a real-life experience that I can take with me in a career such as creating digital media, creating a strategic plan to post on social media, and learning and understanding digital public relations principles through the readings. My most memorable experience is connecting with my classmates through following and engaging with each other on our digital media platforms and learning about public relations principles from their perspective through class presentations, the Zoom chat box, and breakout rooms.

