



<https://admissions.towson.edu/register/MCOMMajorForADay>

Mass Communication Major For A Day

FRIDAY, OCTOBER 17, 2025
9:30 a.m. – 12:30 p.m.

Check-in begins at 9 a.m.



Explore advertising, public relations, and journalism at Towson University. Join us as a Mass Communication major for a day and get a feel for where your future could start.

Open to high school students, prospective transfer students, and current TU students.
SPOTS ARE LIMITED.

Parents are also welcome to meet with faculty and the department's academic advisors.



**EXPERIENCE INTERACTIVE
WORKSHOPS LED BY
MCOM FACULTY**



**GET A BEHIND-THE-SCENES
LOOK AT HANDS-ON
EQUIPMENT AND TRAINING**



**MEET WITH MCOM
STUDENTS, FACULTY,
AND ALUMNI**



**FIND OUT WHAT IT'S
REALLY LIKE TO STUDY
MASS COMMUNICATION**



TOWSON UNIVERSITY
Mass Communication



9 – 9:30 a.m.	CHECK-IN	Van Bokkelen Lobby
9:30 – 10 a.m.	WELCOME – MCOM FACULTY/STAFF	Van Bokkelen 204
SESSION 1 10:10 – 10:40 a.m.	<div> <div> OPTION A Create Your Own Ad Challenge (<i>Advertising</i>) </div> <div> OPTION B Strategy, Comebacks & Damage Control: A Rapid-Fire Intro to PR (<i>Public Relations</i>) </div> <div> OPTION C Breaking News Bootcamp: A Hands-On Intro to Broadcast News Reporting (<i>Journalism</i>) </div> <div> OPTION D Perfect Pitch: How to come up with compelling story ideas & pitch them to your editor (<i>Journalism</i>) </div> </div>	PARENTS/ GUARDIANS Admissions & Financial Aid Location: VB 204
SESSION 2 10:50 – 11:20 a.m.	<div> <div> OPTION A Create Your Own Ad Challenge (<i>Advertising</i>) </div> <div> OPTION B Strategy, Comebacks & Damage Control: A Rapid-Fire Intro to PR (<i>Public Relations</i>) </div> <div> OPTION C Breaking News Bootcamp: A Hands-On Intro to Broadcast News Reporting (<i>Journalism</i>) </div> <div> OPTION D Perfect Pitch: How to come up with compelling story ideas & pitch them to your editor (<i>Journalism</i>) </div> </div>	PARENTS/ GUARDIANS FYE Advising/Housing Residence Life Location: VB 204
11:30 a.m. – 12 p.m.	PANEL DISCUSSION – MCOM STUDENTS & ALUMNI	Van Bokkelen 204
12 – 12:15 p.m.	Q & A	Van Bokkelen 204
12:15 – 12:30 p.m.	CLOSING REMARKS (EXIT SURVEY & SWAG PICK-UP)	Van Bokkelen 204