





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