**Students learn what it takes to survive the Advertising Industry**

 While many students spent their spring break last week enjoying sunsets on the beach, late nights mingling with friends and sleeping-in late, four Albany State University (ASU) students spent 12 hours a day learning what it takes to have a successful career in advertising and public relations. Students from ASU along with the University of Georgia (UGA), Emory University, Savannah State University and Florida Agricultural and Mechanical University (FAMU) made up the inaugural class of the [**AdPR-Academy**](http://adpracademy.uga.edu/#top), founded by the UGA Grady School Of Journalism, Ewrin Creates, a business consulting agency specializing in education and training and civic activities and [Moxie](https://moxieusa.com/about), one of the leading advertising agencies in the southeast region, specializing in digital advertising, to bring diversity and awareness to the fields of advertising and public relations.

 The week long advertising and public relations boot-camp March 6th – 11th, provided students with over 35 hours of training with leading experts and industry professionals from companies such as, Turner Broadcasting, the Home Depot, UPS, Coa-Cola, Poter Novelli, Nebo and more.

 “The AdPR Academy not only provided me with knowledge from business professionals, it granted me the opportunity for hands on experience and feedback on what the industry is looking for, ” said ASU senior marketing student Brandi Brown.

 The Chicago, IL. Native was named the Academy MVP Thursday, March 9th for taking initiative and during an elevator pitch presentation with Tareia Williams, PR Manager for Turner Sports.

Brown added, “My favorite part of the academy was gaining a professional network and learning from my peers, who’ll be entering the workforce soon.”

Additionally, students learned about the roles and responsibilities of an advertising agency and public relations firm and were able to connect with recruiters about potential career opportunities.

“It was a reinvigorating opportunity for me to network, learn and experience an extended world of journalism,” said JLesa Wilson, ASU senior Mass Communications student from Miami, FL.

Recruiters shared what skill-sets and technical capabilities are in demand in order to compete in the fast-pace advertising and public relations industry, including; data, research and statistics web design and coding understanding social media analytics and how Artificial Intelligence (AI) is the way of the future.

“The AdPR- Academy opened my eyes to the world of possibilities of advertisings and public relations,” mentioned Wilson, who was recognized as one of the top student networkers.

ASU has been invited to bring more students to participate in the program again next year.