Student Organizations

Advertising Club

The purpose of the Marquette University Advertising Club is to promote better understanding of the functions of advertising, sales promotion and marketing communication; to stimulate and encourage advertising professionalism across the Marquette community through advertising education; to promote career possibilities in advertising; to apply the skills, creativity and energy of advertising in helping to solve social problems and to promote fellowship and the free exchange of ideas. The club is affiliated with the American Advertising Federation and the Business Marketing Association. Membership is open to all students interested in advertising, communication and marketing.

College Student Council

The Diederich College of Communication Student Council integrates social and academic student activities across the college. The council provides opportunities in a wide variety of leadership positions.

Honors Societies

Lambda Pi Eta

Lambda Pi Eta is an honorary society that also serves as a service organization to the college and local community. It is sponsored by the National Communication Association and honors outstanding full-time undergraduate students who are currently pursuing a major or minor housed in the Diederich College of Communication. For eligibility, students are required to achieve a 3.250 GPA in their major or minor, a 3.000 cumulative GPA and have completed 12 credit hours in the major or minor. Benefits include the possibility of attending/participating in a regional communication conference and/or in the annual National Communication Association conference, as well as the privilege of being a member of the society.

Kappa Tau Alpha

A Marquette chapter of Kappa Tau Alpha, the national honor society for journalism and mass communication, was established at Marquette in 1929. Undergraduate students majoring in advertising, digital media, journalism and public relations who are in the upper ten percent scholastically in their junior or senior year are eligible for membership. Graduate students in the upper ten percent scholastically in their group who have completed 12 hours in journalism or mass communication are also eligible for membership. Selections are made annually.

Marquette University Players

The Marquette University Players invites participation by students from across the campus, regardless of major. Student members participate in studio productions each academic year.

Professional Societies

Public Relations Student Society of America

The Marquette University Public Relations Student Society of America (PRSSA) chapter provides students with a better understanding of public relations in a corporate as well as nonprofit setting. The club receives the professional guidance offered by the Wisconsin Chapter of Public Relations Society of America (PRSA). As members of the PRSSA, students are able to actively participate within the professional ranks through field trips and attendance at PRSA functions. Membership is open to all students interested in public relations.

Society of Professional Journalists

The Marquette Chapter of the Society of Professional Journalists (SPJ) is affiliated with the national organization of SPJ and assists members in establishing professional journalism contacts, participating in professional meetings and activities and maintaining awareness of crucial issues in professional journalism.