



the comm-unity newsletter

The Advertising Concentration's Newest Professor, Joe Murtagh '14

by Sterling Grant

There is a new professor coming to Manhattan's Communication Department — although he is not all that new to this community. Joe Murtagh '14, who majored in communication with a concentration in advertising, is returning to Manhattan College this spring 2023. He will be an asset to the department, taking on the role of advertising professor teaching the course COMM 414: Advertising Campaigns. This course serves as exposure to every step of the campaign process. Murtagh has an abundance of knowledge to share with current Jaspers and has decided to make his mark on campus once again.

Now immersed into the working world, Murtagh has established himself in communication planning, which he describes as “what to say and where.” His position as Global Communications Planning Lead at Red Fuse Communications for the Colgate-Palmolive account gives him the knowledge, skills and experience to bring real world advertising knowledge back to the classroom.

Murtagh has big goals for making his mark as an alumni and professor, including applying the knowledge he has from the numerous positions he has had. He wants students to feel self-assured once they leave his course.

“Students when they leave the class, are able to step into the job knowing, ‘I’ve done this and I can do this,’” Murtagh said. *“Having full confidence in their ideas and having the necessary set of knowledge and tools to help them succeed.”*

With the confidence Manhattan gave Murtagh, he is excited to now have the new perspective of being a professor.

“I credit the success in my career to the professors at Manhattan College. Their classes provided a supportive environment for me to learn, grow and challenge myself,” Murtagh said. “I felt confident starting my career following undergrad because of all the amazing experiences I had at Manhattan College. Being able to come back and teach feels like a full-circle moment where I can pay it forward to current students aspiring to forge their own path in the industry.”

Murtagh is grateful for the opportunities Manhattan offered him outside the classroom.

“Being an active part of the communities around you and living every day with intention and empathy. The classes I took, clubs I participated in and L.O.V.E. trips I went on gave me a more human and holistic perspective of our world, which I am very grateful for,” Murtagh said. “And I believe this perspective is held by many who are connected to the Manhattan College community, and all of the community service opportunities the school offered.”

Murtagh has a strong advocacy for “better understanding people across the globe and their needs.” After all, partaking in community service activities and improving the community is all what being a Jasper is about. ★