STUDYING AT APM Has given Christopher Wiggins a strong foothold to launch an exciting career in the Public Relations industry. He is passionate about the course and has ambitions of working as an Artist and Issue Manager in relation to publicity, which he hopes is something he can get to with his qualifications from APM. “I picked Public Relations because I like solving and managing issues, big and small: maintaining or creating a whole new image for an organisation or person really appeals to me. It has been a breeze finding the places I want to do my work placement in, as we are completely backed up by the lecturers and College Careers Advisers,” he explains.

Chris understands the importance of balancing the right college with getting yourself out into the industry. He enjoys the campus lifestyle at APM and likes the ease with which you can get assistance if you need to. The second aspect that appeals to Chris about the college is the industry connections he has been able to make, as it has given him the extra knowledge he needs to stand out: “I picked APM because you get your degree quickly and with more experience and connections than you would anywhere else. I enjoy hearing from lecturers that are current, practicing industry professionals: they are able to provide you with real time, real world cases and theories to work on.”

In fact, he has already been able to apply his knowledge in real-world situations through some of the work he’s taken on. “I have applied my learnt skills to help a few smaller start-up companies with their publicity and communications, by putting together plans, proposals and strategies,” he states.

As Chris carries on with his studies and builds his career, he also continues to take an active part in the college through his role as an APM Prospective Student Adviser, as he likes that he can help prospective students to discover what they’re passionate about.