



LONDON, ENGLAND > SUMMER ABROAD



The Boston University London Graduate Mass Communication Program combines an internship, related coursework, and independent living. The first six weeks are spent taking two core courses. In the last five weeks, students work full-time in their internships while completing a thesis or research project for a total of 16 Boston University credits.

London Graduate Mass Communication Program

COURSES

All courses are four-credits and are offered at the graduate level. All students must complete the full 16-credit program, enrolling in two academic courses, the internship course, and completing a thesis or research project.

The First 6 Weeks

COM CM 738 Global Marketing Communication

The course focuses on nationality, branding, international distribution, sales promotion, advertising, public relations and intercultural marketing. Students analyze case studies decisions in the management of marketing in a multinational context. Included are the use of digital media, the Internet, viral marketing and blogs.

COM CM 744 British Media in the Digital Age (4)

The course will introduce the student to the wide range of British Media, from national institutions such as the main newspapers and the BBC, to the new digital media. It will provide an overview of the history and current status of the country's media, and offer a sound introduction to other sectors of the creative industries, such as theater, music, and fashion. The course will focus especially on the

theme of Britishness, and on how national identity is expressed in the institutions, practices and products of the media.

The Final 5 Weeks

OM CM 809 Graduate Internship

Students intern in journalism; advertising or public relations agencies; in corporate marketing or public relations departments; or other communications organizations. Graded final analysis paper is required.

Placements are contingent on the student's past experience and available opportunities in any given summer, so flexibility is essential.

COM CM 909 Thesis or Project Research

The type of graduate project selected will depend on the major and academic focus of each student. COM students will write a thesis or complete a professional project. IR/COM and IR students will write a major research paper.

HOUSING

Students live in furnished apartments with other students in BU Study Abroad London's programs. The apartments are within walking distance of the BU London Academic Center in South Kensington. They vary in size, configuration, and style of decoration. Most students (95%+) live in shared bedrooms, often in bunk beds, with ensuite shower room, a shared kitchen and living/dining room area. British Programs staff and RAs live in BU's building along with the students, helping to ensure a high level of maintenance and security. There is WiFi access in the residences.

ADMISSIONS

- Bachelors Degree required. Students must be enrolled in a graduate degree program. Other applicants will be considered on a case-by-case basis.
- Refer to our policy on eligibility/admissions at www.bu.edu/abroad/admissions

PROGRAM DATES

Summer Term: mid-May-early August

APPLICATION DEADLINE

Summer Term: March 1

SUMMER 2015 PROGRAM COST

\$24,375. Cost includes tuition, housing, round-trip group airfare from designated U.S. cities, field trips, overseas medical insurance, and emergency travel assistance coverage. Financial aid is available.