

# ENGAGE

## Mass Communication, Advertising & Public Relations

### Rock-solid academics & incredible course options lead to the hottest emerging careers.

Whether your future involves campaigns for social media, new research methodologies, mobile apps, digital strategies, branded content or inventing new communication platforms, you'll learn what it takes to succeed at BU.

Learn from top professionals in advertising, PR and communication research. Graduate with in-depth knowledge, leadership skills and access to one of the industry's largest alumni networks of working professionals.

Some things you should know about this program at BU:

- Hands-on preparation to hit the ground running from day one
- Distinguished faculty, including internationally known scholars and former top executives of advertising and PR agencies
- Numerous internship opportunities within a 10-minute transit ride in Boston, a top-ten media market
- AdLab, the world's largest and oldest student-run advertising agency
- A London summer internship program giving students the ability to finish their degree in one calendar year
- Résumé-crucial experience in student-run AdLab and PR Lab agencies, creating and producing campaigns that solve real problems for real clients



Visit [bu.edu/com/academics/masscomm-ad-pr](https://bu.edu/com/academics/masscomm-ad-pr)

## The Communication Research Center at BU

Established in 1959, the Communication Research Center (CRC) conducts advanced cross-disciplinary research in the field of communication. The CRC combines expertise in a variety of research methods, including survey research, experimentation, content analysis, focus groups and qualitative design. The CRC educates undergraduate students, graduate students and faculty on cutting-edge developments in communication research. Students play an important role in the activities of the Center.

### GRADUATE PROGRAMS

#### MS in Advertising (52 credits)

Contact: Professor Tom Fauls, [tfauls@bu.edu](mailto:tfauls@bu.edu)

#### MS in Public Relations (48 credits)

Contact: Professor Don Wright, [dkw@bu.edu](mailto:dkw@bu.edu)

#### MS in Mass Communication (48 credits)

##### Concentration in Applied Communication Research

Contact: Professor Michael Elasmr, [elasmr@bu.edu](mailto:elasmr@bu.edu)

##### Concentration in Communication Studies

Contact: Professor T. Barton Carter, [comlaw@bu.edu](mailto:comlaw@bu.edu)

#### JD/MS in Mass Communication Dual Degree (7 semesters)

Contact: Professor T. Barton Carter, [comlaw@bu.edu](mailto:comlaw@bu.edu)



## Focus on Careers

Here's where a BU degree in  
Mass Communication, Advertising or  
Public Relations took some of our graduates:

### 1 year out

**Burson-Marsteller, Assistant Account Executive**  
**New England Patriots, Media Relations Assistant**  
**Houghton Mifflin Harcourt, Publicity Manager**  
**Forrester Research, Research Associate**  
**The Warehouse Agency, Copywriter**

### 5 years out

**Draft/FCB, Vice President, Media**  
**Fleishman-Hillard, Account Executive**  
**Publicis, Art Director**  
**Time Warner Cable, Director of Media Relations**  
**Arnold Worldwide, V.P. Associate**  
**Director of Human Nature**  
**Nielsen Media Research, Methodologist**  
**Research Analyst**

### 10 years out

**BBDO North America, Chairman and Chief Creative Officer**  
**Edelman Public Relations Worldwide, Senior Vice President**  
**Warner Brothers Entertainment, Marketing Director**  
**American Lung Association, Director of Community Relations**  
**Weber Shandwick, Senior VP Business Development**  
**Conover Tuttle Pace, President/Partner**  
**Mullen, Chief Innovation Officer**

### AdLab—Where Ideas Take Off

Advertising men and women aren't born in classrooms, heads burrowed in books and minds memorizing facts. No, we're forged in creative fire, molded by experiences and trials. We're products of tight deadlines, endless brainstorming, and bizarre doodles. We're the offspring of AdLab, leaping forth with pencils drawn and minds locked and loaded. We pump out cutting-edge work for local and national clients alike. Bred to think in big ideas, we make up the world's largest and oldest student-run advertising agency.

### PR Lab—Award-Winning PR Agency

PR Lab—the nation's first-ever student-run public relations agency. Get hands-on agency experience working with local, regional and national commercial and nonprofit organizations within an agency structure and job functions that parallel external public relations agencies. PR Lab is not the typical class—it's better! A laboratory setting, in a hands-on style, PR Lab gives you the opportunity to apply the knowledge you've learned in the classroom to provide PR solutions to real-world clients.

**MS in Advertising.** The ad industry is morphing at warp speed. Focus has shifted from interruptive ads to engagement, social media, consumer dialogue, branded content and experiential platforms. On the other hand, the best consumer-brand relationships are still built on timeless principles of communication theory and research, strategic marketing and the social sciences. Add the latest techniques in concept development and verbal and visual literacy, and you have a solid foundation for anything the future brings. And best of all, you now have the flexibility—with your advisor's guidance—to shape a program that fits your individual career goals. **(52 credits)**

**MS in Public Relations.** With a rich blend of theory and practice, our 12-course curriculum prepares you for leadership positions in public relations firms and departments. Begin with foundational coursework in communication research, theory, writing, media relations and business management, and then choose from a broad and deep mix of public relations specialty courses ranging from crisis communication to investor relations to public relations ethics to new media—and much more. **(48 credits)**

**MS in Mass Communication: Concentration in Applied Communication Research.** Combine applied research techniques and writing skills with a background in one or more major professional fields. Learn to assess client needs and solve client problems using polls, surveys, focus groups and other research strategies. Our curriculum will prepare you for many lucrative entry-level positions with excellent opportunities for advancement as a research analyst or research manager in advertising, marketing, public relations, political campaigning, health communication and international communication. **(48 credits)**

**MS in Mass Communication: Concentration in Communication Studies.** This concentration offers you flexibility in creating a program of study. Required courses provide a broad understanding of communication strategies and skills while elective courses allow you to focus on specific areas of interest. **(48 credits)**

**JD/MS in Mass Communication Dual Degree.** The growth of new communication technologies has created a need for lawyers with special training in the technological, marketing and legal changes brought about by a wide spectrum of new media. The dual-degree program allows you to acquire a law degree and a master's degree in mass communication in an accelerated program of seven semesters. Graduates may work as in-house counsel for new communication technology companies, for government agencies concerned with communications law or for law firms practicing in that field. This program also provides a solid grounding for future journalists who wish to report on legal affairs. **(7 semesters)**



Visit [bu.edu/com/academics/masscomm-ad-pr](https://bu.edu/com/academics/masscomm-ad-pr)

Boston University is an equal opportunity,  
affirmative action institution.

0811 9050000325

**BOSTON**  
UNIVERSITY