

mass communication advertising & public relations

introduction.

Graduate programs in the Department of Mass Communication, Advertising, and Public Relations provide an entry to a wide spectrum of careers in the communication industry. Classes, internships, site visits, and presentations by top professionals offer students the opportunity to create content, campaigns, strategy, and research in public relations, advertising, communication studies, and applied research. Through class projects, case studies, and research, students develop the skills sought by agencies, organizations, and government. The faculty is a blend of seasoned professionals and world-class scholars who bring their extensive knowledge of communication principles and practices to the classroom.

special opportunities.

London Summer Internship Program
Los Angeles Internship Program
AdLab
PR Lab
Communication Research Center

program directors.

Advertising: Associate Professor Tom Fauls
Public Relations: Associate Professor Steve Quigley
Applied Comm Research: Associate Professor Michael Elasmar
Communication Studies: Professor T. Barton Carter

degree programs.

MS in Advertising
MS in Public Relations
MS in Mass Communication
JD/MS in Mass Communication Dual Degree
International Relations/
International Communication Joint Degree*

deadline/admissions.

All complete applications must be received by February 1st.

Application Checklist:

Application
Application fee
3 letters of recommendation
All official transcripts
Official test scores

All writing and other assignments required in your program
International Student Video
(required of all students who need a VISA to enter the United States)



BU College of Communication



See next page for more information.

Graduate Degree Programs

- **MS in Advertising:** This three-semester program offers Management, Creative, and Thesis tracks. The first two tracks prepare students for a wide variety of careers in agency, media and client-side organizations. The thesis track readies graduates for careers in marketing research or education. Through small classes and team projects, industry-veteran professors develop future leaders ready to join thousands of fellow alumni all over the world.
- **MS in Public Relations:** This program offers a rich blend of theory and practice, the 12-course curriculum prepares students for leadership positions in public relations firms and departments. Building on foundational coursework in communications research, theory, writing, media relations and business management, students choose from a broad and deep mix of public relations specialty courses ranging from crisis communication to investor relations to international public relations to new media and much more.
- **MS in Mass Communication:**
 - *Applied Communication Research* — This concentration prepares students to assess client needs and solve client problems using polls, surveys, focus groups, and other research strategies. The skills learned in this concentration prepare the student for a position as a research analyst or research manager in such fields as advertising/marketing, public relations, political campaigning, health communication, and international communication. It combines a command of applied research designs, techniques, and writing skills with a background in one or more major professional fields.
 - *Communication Studies* — This concentration offers graduate students flexibility in creating their programs. Required courses provide a broad understanding of the field while elective courses allow students to focus on specific areas of interest.
- **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 students 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 technologies 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.
Please note: Students must apply to both the College of Communication and the School of Law.
- **International Relations/International Communication Joint Degree:** In the global marketplace, communication and international relations are essential areas of study for those seeking careers in international communication. The College of Communication and the Department of International Relations of the Graduate School of Arts & Sciences offer a two-year interdisciplinary program leading to the degree of Master of Arts in International Relations & International Communication. Program graduates are prepared to work in government, international agencies, finance, journalism or marketing communication. *This program is administered by the BU Graduate School of Arts & Sciences

Special Opportunities

- **London Summer Internship Program:** This program combines a full-time internship, coursework in global marketing communication and international media while living in university flats in beautiful South Kensington. Students in the program complete their degree requirements by writing a graduate professional project that is based on their courses and internship in London.
- **Los Angeles Internship Program:** This program offers a summer or semester in Hollywood, where most film, video, and music is created. Students can learn skills and connect to a unique career at the center of worldwide entertainment promotion. The BU Program and alumni network make this experience comfortable for Advertising and PR students and open special educational and employment opportunities not available anywhere else.
- **AdLab:** This program is the country's oldest and largest student-run advertising agency, with over 125 students working on more than 30 local and national accounts. Each client is assigned an account executive, copywriter, and art director, with an account planner and interactive designer often completing the team. Over a 14-week semester, they develop innovative, media-neutral strategies leading to original, fully executed campaigns.
- **PR Lab:** Graduate students may enroll as PR Lab account managers where they will work closely with faculty to oversee teams of undergraduate public relations students and manage real client projects through our student-run public relations agency.
- **Communication Research Center:** This Center has as its mission to effectively use the most advanced methodological techniques for tapping the reality of social/business phenomena, and for solving theoretical and applied problems in academia and in industry. It houses a survey research laboratory and a modular facility used for conducting experiments and carrying out focus groups.

Program Directors

- **Advertising:** Associate Professor Tom Fauls is a co-author of *Advertising & The Business of Brands*, Media Revolution Edition. He is working with Professor Stephen Quigley and Google to introduce the Google Grants program in COM interactive marketing classes.
- **Public Relations:** Associate Professor Steve Quigley, APR, explores the impact of new media on the foundations and practice of public relations, coordinates internships, and teaches courses ranging from corporate communication to media relations.
- **Communication Research:** Associate Professor Michael Elasmr specializes in the quantification of cognitive processes involved when consuming mediated messages. His books include *Through Their Eyes: Factors Affecting Muslim Support of the U.S.-Led War on Terror* and *The Impact of International Television: A Paradigm Shift*. Dr. Elasmr is the founding Editor of the *American Journal of Media Psychology*.
- **Communication Law:** Professor T. Barton Carter is currently studying the legal issues raised by new communication technologies. He is also working on a new edition of his casebook, *The First Amendment and the Fourth Estate*.