

Where Shall I Go To Study Advertising and Public Relations?

Advertising and Public Relations
Programs in Colleges and Universities

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The 45th edition of **Where Shall I Go to Study Advertising and Public Relations?** has been compiled to help you select a college or university where a program in advertising or public relations education is offered. In many schools, advertising and public relations are offered as a combined program; other schools may have separate advertising and public relations programs. It is not the intent of the directory to evaluate the schools listed; rather, it is to list, state-by-state, the schools which propose to offer some sort of advertising or public relations education program and to present some of the pertinent data about these programs which might be of value to you in making your decision about which to attend.

In most instances, these are schools which provide liberal professional advertising and public relations education (*liberal* implying a general education in arts, sciences and humanities, and *professional* adding certain specialized knowledge and skills necessary to the practice of advertising and public relations). These programs are found in two major areas of universities: journalism/mass communications (or possibly speech or English), and business (more specifically, marketing). Some universities listed have programs in both areas. Where the program is in journalism/mass communications, emphasis is usually placed on creative, writing, or media, and the education skills in writing and editing. In many instances, where the program is in journalism/mass communications, students are encouraged to take additional work in marketing, and vice-versa.

Where the program is found in business or marketing, the emphasis will largely be on planning and management and the student will be taking additional work in courses involving general business practices.

Some detailed information about these programs is presented in the directory, but it is hoped that the prospective student will use this directory as a reference to select a half-dozen or so schools offering the type of program they might want then contact the Dean, Director, or Chair for more specific information.

Key to program information

The schools listed have indicated programs designed to educate students interested in a career in advertising or public relations and offer a minimum of a bachelor's degree. The minimum requirements for a school to be listed in the directory include: (1) The school has indicated a recommended sequence of courses; (2) The school's catalogue states that an advertising or public relations program exists; (3) The school requires at least three specifically-titled advertising or public relations courses; (4) The college or university must be regionally accredited; and (5) the school agrees to provide the numbers of advertising and/or public relations students and graduates each year.

university or college, the department, and city is keyed according to the numbers and classifications listed below.

Legend

Code items 1-6 apply to the university or college as a whole; items 7-14 are listed for individual advertising, public relations or joint AD/PR programs.

- (1) **Accreditation.** All of the colleges and universities represented in this directory have been accredited by the general accrediting bodies in their region. In addition, some of the journalism/mass communication programs have been accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) and some of the schools of business by the Association to Advance Collegiate Schools of Business (AACSB) or the Association of Collegiate Business Schools and Programs (ACBSP).
- (2) **Financial assistance available.**
 - A Assistantships;
 - L Loans;
 - C On-campus employment;
 - OC Off-campus employment
- (3) **University entrance requirements.**
 - R Resident of state;
 - NR Out-of-state residence;
 - U Upper (will be followed by figures such as 2/3), referring to high school class standing;
 - L Lower (same comment above applies)

All programs require a high school diploma or General Education Degree (GED). In addition, most schools require passage of special entrance tests, such as the Scholastic Aptitude Test (SAT) or American Collegiate Test (ACT).
- (4) **Unit entrance requirements.** Schools or departments: Some schools require a Grade Point Average (GPA) higher than the all-university requirement, junior status, or passage of special examinations in addition to the university criteria; these are noted. "Trs" stands for transfer.
- (5) **Costs:** (9-month academic year)
 - T&F Tuition and fees - in state;
 - NR Non-resident tuition and fees
- (6) **R** Room rental;
 - B** Board;
 - R&B** One-item room and board figure
- (7) **Title of the program.** **Major** implies an arrangement of courses, including a core of courses, designed to educate students for careers in advertising and/or public relations. This usually means the degree will carry that title. Such programs can be found both in journalism/mass communications and business. **Sequence** is used primarily in journalism/mass communications. It is a term used for the organization of the curriculum into certain sub-curricula or subdivisions. This term is used by those schools that feel they provide a professional

strong writing foundation, and a group of courses designed to give specialized training. Program titles including **Specialization, Area, Option, Emphasis, and Concentration** do not have uniform definitions. They are used by both business and journalism/mass communications. In most cases, these terms are used to describe programs that are less specialized than a Sequence or Major.

(8) Specific degrees obtainable.

B Bachelor's Degree;

M Master's Degree;

D Doctor's Degree

(9) Number of previous academic year Fall-Summer graduates.

B Bachelor's Degree;

M Master's Degree;

D Doctor's Degree

(10) Number of current Fall student enrollment.

F&S Freshmen and Sophomores;

J&S Junior and Seniors;

M Master's;

D Doctor's

(11) Number of current Fall faculty. FT (Fulltime faculty - primary source of income from teaching, teaching one or more advertising or public relations courses per year. PT (Part-time faculty)

(12) Number of scholarships available for AD, AD/PR, PR.

(13) Student Organizations. AD/PR clubs, American Advertising Federation College Chapters (AAF); Business Marketing Association (BMA); International Association of Business Communicators (IABC); Public Relations Student Society of America (PRSSA); Association of Women in Communication (AWC)

(14) Contact. The person to write, call, FAX or e-mail for more information; or check school's web address

Directory Listing Policy

(**)** *Indication that school has not submitted current information.* The information in the directory strives to provide accurate listing so readers may rely on the directory information. Multiple attempts are made each year to get updated information from schools. The editors feel the information provided each year is as current as possible and regret any inconveniences that may be caused by dated information.

ALABAMA STATE UNIVERSITY

Montgomery, Alabama 36101-0271

Department of Communications

(2) A,L,C,OC (3) HS Diploma (4) Admission to University (5) T&F \$3204, NR \$4608 (6) R&B \$2400

PR: (7) Concentration (8) BA (9) 26B (10) F&S 43, J&S 38 (11) 3 (12) 1 (13) PRSSA, NABJ (14) Dr. David Okeowo (334)229-4493, FAX (334)229-4976 dokeowo@alasu.edu

SAMFORD UNIVERSITY

800 Lakeshore Drive

Birmingham, AL 35229

Department of Journalism and Mass Communication

(2) L,C,OC (3) more selective, US News & World Report (4) ACT 26, Ave GPA 3.6, 3.0 for transfers (5) T&F \$19,300 (6) R \$6294

JMC-AD/PR: (7) Track (8) BA/S (9) 15B (10) F&S 58, J&S 63 (11) 1-FT, 1-PT (12) 2-3 (13) PRSSA (14) Dr. Bernie Ankney (205)726-2948, FAX (205)726-2586 mankney@samford.edu

Web address: www.samford.edu/schools/artsci/jmc/index.html

UNIVERSITY OF ALABAMA

Box 870172

Tuscaloosa, AL 35487-0172

Department of Advertising and Public Relations

(1) ACEJMC, PRSA (2) A,L,C,OC (3) 21 ACT (4) 2.0 GPA (5) T&F \$9900, NR \$23,900 (6) R&B \$7800

AD: (7) Major (8) BA MA PhD (9) 108B, 15M, 12D (10) F&S 200, J&S 189, M 24, D 57 (11) 19-FT, 2-PT (12) 18 (13) AAF, IABC, NAB (14) Joseph E. Phelps (205)556-3769, FAX (205)348-8646 Phelps@apr.ua.edu

PR: (7) Major (8) BA MA PhD (9) 163B, 15M, 12D (10) F&S 387, J&S 300, M 24, D 57 (11) 19-FT, 2-PT (12) 18 (13) PRSSA, IABC, PRCA, NAB (14) Same as above. Web address: www.apr.ua.edu

UNIVERSITY OF ALABAMA AT BIRMINGHAM

Communication Studies Department

Birmingham, AL 35294

(2) L,C,OC (3) 19 ACT (4) B in Engl 102, 2.25 GPA (5) T&F \$3940 + 10%, NR \$7870 (6) R \$1732-3316

PR: (7) Concentration (8) BA (9) 20B (10) J&S 58 (11) 3-FT, 1-PT (12) 2 (13) PRSSA (14) Dr. John W. Wittig, APR, Director PR (205)934-8917, FAX (205)934-8916 wittig1939@hotmail.com

Web address: www.uabpr.com or www.uab.edu

Arizona

NORTHERN ARIZONA UNIVERSITY

Flagstaff, AZ 86011

School of Communication

(2) L,C,OC (3) ACT 24 (5) T&F \$4842, NR \$17,347 (6) R&B \$5785

AD: (7) Major (8) BS (9) 75B (10) F&S 40, J&S 90 (11) 3-FT, 2-PT (12) 2 (14) Richard Lei (928)523-2490, FAX (928)523-1505

richard.lei@nau.edu

PR: (7) Major (8) BS (9) 53B (10) F&S 38, J&S 75 (11) 2-FT, 2-PT (12) 2 (13) PRSSA (14) Astrid Sheil (928)523-2507

ASTRID.SHEIL@nau.edu

Web address: www.comm.nau.edu/main.html

ARKANSAS STATE UNIVERSITY

100 Cooley Drive

State University, AR 72467

College of Communications

(1) ACEJMC (2) A,L,C,OC (3) ACT, HS diploma, GED, immunization record, proof of registration with social security number (4) Same as general University requirements (5) T&F \$5256, NR \$11,832

AD: (7) Emphasis (8) BS (9) 11B (10) F&S 6, J&S 8 (11) 3-FT, 1-PT (12) 4 (13) AAF (14) Dr. Gilbert Fowler (870)972-3075, FAX (870)972-3856 gflower@astate.edu

PR: (7) Emphasis (8) BS (9) 8B (10) F&S 26, J&S 21 (11) 4-FT, 1-PT (12) 4 (13) PRSSA (14) Same as above

Web address: www2.astate.edu/a/communications

HARDING UNIVERSITY

Searcy, AR 72149

Department of Communication

(2) L,C,OC (3) SAT, ACT

AD: (7) Major (8) BA (9) 8B (10) F&S 10, J&S 17 (11) 1-FT (13) AAF (14) Dr. Louis Butterfield (501)279-4040, FAX (501)279-4065

PR: (7) Major (8) BA (9) 9B (10) F&S 16, J&S 34 (11) 1-FT, 2-PF (13) PRSSA (14) Dr. Jack Shock (501)279-4196

Web address: www.harding.edu/communication

UNIVERSITY OF ARKANSAS

Fayetteville, AR 72701

Walter J. Lemke Department of Journalism

(1) ACEJMC (2) A,L,C,OC (3) 3.0 HS GPA or ACT 20, SAT 930 (4) Jr with 2.5 GPA, B or better in both Ad Prin and PR Prin (5) T&F \$6398, NR T&F \$15,876 (6) R&B \$7422.

AD/PR: (7) Sequence (8) BA MA (9) 59B (10) J&S 189 (11) 3-FT, 1-PT (12) 20 (13) PRSSA (14) Phyllis Miller (479)575-3601, FAX (479)575-4314 pmiller@uark.edu

Web address: www.journalism.uark.edu/index.php

California

CALIFORNIA STATE UNIVERSITY-FULLERTON

Fullerton, CA 92834-6846

Department of Communications

(1) ACEJMC (2) L,C,OC (3) HSG B ave or SAT or ACT scores (4) Jr status (5) T&F \$4662 full-time students, \$2970 part-time students – 6 units or less (6) R&B \$9082

AD: (7) Concentration (8) BA MA (9) 420B, 54M (10) J&S 658, M 63 (11) 7-FT, 9-PT (12) 6 (13) AAF (14) Dr. Kuen-Hee Ju-Pak, Coordinator (714)278-7006, FAX (714)278-2209 kjupak@fullerton.edu

PR: (7) Concentration (8) BA MA (9) 450B, 53M (10) J&S 708, M 70 (11) 5-FT, 5-PT (12) 4 (13) PRSSA, IABC (14) Dr. Gail Love, Coordinator (714)278-3587 glove@fullerton.edu

Web address: www.communications.fullerton.edu

CALIFORNIA STATE UNIVERSITY-LONG BEACH

Long Beach, CA 90840-4601

1250 Bellflower Blvd.

Journalism Department

(2) A,L,C,OC (3) Must meet SAT and GPA eligibility index (4) Core Courses (5) T \$1744, NR \$246 per unit + in state fees (6) R&B \$5700 -

PT (12) 23 (13) PRSSA & SPJ (14) Emma Daugherty-Phillingane, Head of PR program, (562)985-5400 or 985-4981, FAX (562)985-5300 daughert@csulb.edu. Web address: www.csulb.edu/colleges/cla/departments/journalism/index.html

HUMBOLDT STATE UNIVERSITY

Arcata, CA 95521

Department of Journalism & Mass Communication

(2) L,C,OC (3) GPA & SAT/ACT (5) T&F \$4150 and \$339/unit (6) R&B \$9000

PR: (7) Emphasis (8) BA (9) 16B (10) F&S 17, J&S 40 (11) 1-FT, 2-PT (12) 3 (14) Mark Larson, Chair (707)826-3261, FAX (707)826-4770 mal2@Humboldt.edu. Web address: www.humboldt.edu/~jnhsu/

SAN DIEGO STATE UNIVERSITY

San Diego, CA 92182-4561

School of Journalism & Media Studies

(2) A (Grad only),L,C,OC (3) Varies by year (4) cum GPA: 3.0, prep for required courses: 3.0; passing score GSP test (5) T&F \$3754, NR other plus \$339 per unit (6) R&B approx. \$10,000

AD: (7) Emphasis (8) BA (9) 80B (10) F&S 181, J&S 76 (11) 2-FT, 2-PT (12) 8 (14) Dr. Barbara Mueller (619)594-2521, FAX (619)594-5451 muelle1@mail.sdsu.edu

PR: (7) Emphasis (8) BA (9) 100B (10) F&S 305, J&S 95 (11) 3-FT, 2-PT (12) 8 (13) PRSSA (14) Dr. David Dozier ddozier@mail.sdsu.edu. Web address: www.jms.sdsu.edu

SAN JOSE STATE UNIVERSITY

1 Washington Square

San Jose, CA 95192-0055

School of Journalism and Mass Communications

(1) ACEJMC (2)A,L,C,OC (3) 2.2 (4) 2.6 (5) T&F \$6100, NR \$12,000 (6) R \$900, B \$400

AD: (7) Major (8) BS (9) 48B (10) F&S 120, J&S 150 (11) 2-FT, 6-PT (12) 12 (14) Tim Hendrick (408)924-3275, FAX (408)924-3280 thendrick@casa.sjsu.edu, Web address: jmc.sjsu.edu/index.html

PR: (7) Major (8) BS (9) 24B (10) F&S 90, J&S 102 (11) 3-FT, 2-PT (13) PRSSA (14) Matt Cabot (408)924-3264 mcabot@casa.sjsu.edu Web address: same as above

UNIVERSITY OF THE PACIFIC

Stockton, CA 95211

Department of Communication

(2) A(Grad only),L,C,OC (3) HS grades & Scores on Standardized Test, Grad 3.0 UG work, GRE 1,000 (4) GRE 550 verbal, TOEFL 630 (5) UG T&F \$30,980 (approx), R&B \$10,118 (approx)

PR: (7) Program (8) BA MA Ed.D. (9) 28B, 4M, 1D (10) F&S 28, J&S 4, M 10, D 4 (11) 1-FT, 1-PT (13) PRSSA (14) Carol Ann Hackley, PhD, APR Sequence Head, (209)946-3046, FAX (209)946-2694, tchuckley@yahoo.com. Web address: www.web.pacific.edu/x13829.xml

UNIVERSITY OF SOUTHERN CALIFORNIA

Los Angeles, CA 90089-0281

Annenberg School for Communication & Journalism

(1) ACEJMC (2) A,L,C,OC (3) Competitive - UG - Based on GPA, ACT or SAT, recommendations, intent statement, G minimum 3.0 GPA and GRE combined verbal & quantitative score 1,000 (4) UG same as above, G GRE verbal 550 and minimum TOEFL 114-115 ITB, recommendations writing sample (5) fee same for R & NR T&F

PR: (7) Major (8) BA, MA (Strategic PR) (9) 37B, 60M (10) F&S 67, J&S 129, M 84 (11) 3-FT, 32-PT (12) number based on need and merit (13) PRSSA (14) Annenberg Admissions Office (213)821-0770, FAX (213)740-1933 ascadm@usc.edu. Web address: www.annenberg.usc.edu

Colorado

UNIVERSITY OF COLORADO

1511 University Avenue, 478 UCB

Boulder, CO 80309

School of Journalism and Mass Communication

(1)ACEJMC (2) L,C (3) 4 units English, 3 units of natural science, social science and for lang, ACT or SAT scores (4) 30 sm hrs comp or in progress, Contem Mass Media and Prin of Adv comp or in progress, 2.25 in compl course work, 2.5 in Jrnl course work. Only 40% of applicants to School are accepted. (5) T&F \$7932, NR \$28,186 (6) R&B \$10,378

AD: (7) Sequence (8) BA (9) 90B (10) F&S 45, J&S 168 (11) 5-FT, 7-PT (12) 8 (13) AAF (14) Brett Robbs (303)492-5755, FAX (303)492-0969 robbs@spot.colorado.edu

Web address: www.colorado.edu/journalism/

UNIVERSITY OF DENVER

School of Communication

2490 South Gaylord St.

Denver, CO 80208

(2) A (3) UG: Application, SAT/ACT: Grad:GRE, Letters of recommendation (4) G Univ Admission only (5) T&F \$33,510 (6) R: \$5286-\$8631, Grad - \$6048-8184; B: \$1653-\$3807

AD: (7) Specialization (Adv Mgmt) (8) MS (9) 4M (10) M 4 (11) 3-FT, 10-PT (14) Chris Henning (303)871-3976, FAX (303)871-4949 chennin2@du.edu

PR: (7) Comm. Mgt (UG), MS in PR (G) (8) BA MS (9) 46B, 12M (10) F&S 26, J&S 33, M 14 (11) 4-FT, 6-PT (14) Same as above

Web address: www.du.edu/mcom

UNIVERSITY OF NORTHERN COLORADO

Greeley, CO 80639

School of Communication

(2) C (3) Index of 94 (see eligibility index at www.unco.edu/admissions/matrix/matrix.asp) (4) Soph standing, "C" or better in Eng Com and Intro to JMC, & "pass" program writing test. (5) T&F \$4917, NR \$14,319 (6) R&B \$7784

AD/PR: (7) Emphasis (8) BA (9) 42B (10) F&S 30, J&S 60 (11) 2-FT, 1-PT (12) 7 (13) AWC (14) Wayne Melanson (970)351-2726, FAX (970)351-1350 waynemelanson@unco.edu

Web address: www.unco.edu/jmc/

Connecticut

UNIVERSITY OF BRIDGEPORT

Bridgeport, CT 06604

Department of Mass Communication

(2) A,L,C,OC (3) GPA, SAT (4) 2.5 (5) T&F \$11,380 (6) R&B \$5000

AD: (7) Concentration (8) BA BS (9) 3B (10) F&S 17, J&S 14 (11) 1-FT, 1-PT (12) 1 (13) AAF (14) Dr. Yanmin Yu, Chair (203)576-4157, FAX (203)576-4967 yanmin@bridgeport.edu

PR: (7) Concentration (8) BA BS (9) 8B (10) F&S 11, J&S 10 (11)

UNIVERSITY OF HARTFORD

West Hartford, CT 06117

School of Communication

(2) C,L,OC (3) SAT scores & transcripts (5) T&F \$24,576 (6) R \$3605

AD: (7) Major (dual major with PR) (8) BA MA (9) 35B (10) F&S 100, J&S 15 (11) 3 (13) AAF (14) Susan Grantham, PhD (860)768-4016, FAX (860)768-4096 Grantham@hartford.edu

PR: (7) Major (8) BA MA (9) 20 (10) J&S 40 (11) 1-FT, 3-PT (12) 1 (13) PRSSA (14) Same as above.

Web address: www.uhaweb.Hartford.edu/cmm/

District of Columbia

GEORGE WASHINGTON UNIVERSITY

301 Fungler, 2201 G Street NW

Washington, DC 20009

Marketing Department

(1)

AACSB, IAA (2) A,L,C,OC (3) Application, Official Transcript, Mid Year grade report, recommendations, standardized test scores, ACT or SAT (5) \$41,610 (6) R&B \$10,120

AD: (7) Program (8) BA, MBA, PhD (9) 40B, 15M (10) F&S 15, J&S 174 (11) 3-FT (13) AAF, IAA, AMA (14) Dr. Salah Hassan, Chair (202)994-8200. Web address: www.business.gwu.edu/marketing

HOWARD UNIVERSITY

Washington, DC 20059

Department of Journalism

(1) ACEJMC (2) A,L,C,OC (3) 4 yr Engl, 3 yr math, 2 yr soc sc, 2 yr sc w/lab, 2 yr for lang (4) SAT 1020, ACT 22 (5) T&F \$15,010 (6) R \$4228-\$6788 (depends on single or double, B \$5048)

AD: (7) Sequence (8) BA (9) 22B (10) F&S 59, J&S 63 (11) 2-FT, 5-PT (12) varies (13) AAF (14) Dr. Tia Tyree (202)806-5119, FAX (202)806-9227 ttyree@howard.edu

PR: (7) Sequence (8) BA (9) 29B (10) F&S 81, J&S 78 (11) 3-FT, 3-PT (12) varies (13) PRSSA (14) Same as above. Web address: www.howard.edu/schoolcommunications/journalism/publicrelations.htm

Florida

FLORIDA GULF COAST UNIVERSITY

Ft. Myers, FL 33965-6565

Department of Marketing

(1) AACSB (2) L,C,OC (3) combined HS GPA and SAT/ACT (4) Formal Application (5) T&F \$3990, NR \$17,250 (6) R&B \$6000

AD: (7) Concentration (8) BS (9) 20B (10) J&S 35 (11) 2-FT (13) AAF (14) Dr. Ludmilla G. Wells (239)590-7363, FAX (239)590-7330 lwells@fgcu.edu Web address: www.fgcu.edu/cob

FLORIDA INTERNATIONAL UNIVERSITY

3000 NE 151 Street

Biscayne Bay Campus, North Miami, FL 33181

Dept. of Advertising & Public Relations

(1) ACEJMC (2) A,L,C,OC (3) 1100 SAT, 3.0 GPA (4) 60 hrs, 3.0 GPA, CLAST Exam (5) T&F \$3409; NR \$13,328 (6) R \$7200, B \$6750

AD: (7) Track (8) BS MS (Global Strategic Communication – combined with PR) (9) 333B, 66M (10) J&S 297, M 214 (11) 4-FT, 2-PT (12) 2 (13) AdScene, ICC (14) Fernando Fiqueredo, Chair

(12) 3 (13) PRSSA AWC (14) Same as above.

Web address: www.jmc.fiu.edu

FLORIDA STATE UNIVERSITY

UCC Srs.3100-FSU

Tallahassee, FL 32306

School of Communication

(2) A,C,L,OC (3) Upper 25% (4) 3.0 (5) T&F \$5238, NR \$19,682 (6) R&B \$9180

AD: (7) Sequence (8) BS (9) 40B (10) J&S 74 (11) 3-FT, 1-PT (12) 2 (13) AAF (14) Barry Solomon (850)644-8756, FAX (850)644-8642 bsolomon@fsu.edu

PR: (7) Sequence (8) BS (9) 44B (10) J&S 75 (11) 3-FT, 2-PT (12) 5 (13) FPRA (14) Jay Rayburn (850)644-8750 jrayburn@fsu.edu

Web address: www.comm.fsu.edu

UNIVERSITY OF CENTRAL FLORIDA

4000 Pegasus Boulevard

Orlando, FL 32816

Nicholson School of Communication

(2) A,C,OC (3) Ave SAT 1218, Ave ACT 26.1 (4) 45 hrs, 3.4 GPA (5) T&F \$3619.50, NR \$17,820 (6) R&B various plans

AD/PR: (7) Major (8) BA (9) 153B (10) J&S 300 (11) 7-FT, 5-PT (12) 12 (13) AAF, FPRA (14) Joan McCain (407)645-4080, FAX (407)823-6360, jmccain@mail.ucf.edu

Web address: communication.cos.ucf.edu

UNIVERSITY OF FLORIDA

Gainesville, FL 32611-8400

Department of Advertising

(1) ACEJMC (2) A,C,OC (3) SAT/MAT, Essay,GPA (4) Pass 3 core courses with 2.8 GPA (5) T&F \$10,040, NR \$30,180 (6) R&B \$10,800

AD: (7) Major (8) BS MA PhD (9) 200B, 15M, 3D (10) F&S 110, J&S 360, M 13, D 7 (11) 10-FT, 3-PT (12) 18 (13) AAF (14) John Sutherland, Chair (352)392-4046, FAX (352)846-3015

jsutherland@jou.ufl.edu

Web address: www.floridaadvertising.net

PR: (7) Major (8) BS MA PhD (9) 158B, 12M, 3D (10) F&S 148, J&S 363, M 34, D 19 (11) 10-FT, 3-PT (12) 21 (13) PRSSA (14) Spiro Kiouisis (352)273-1222, FAX (352)273-1227

skiouisis@jou.ufl.edu

Web address: www.jou.ufl.edu/academic/pr/default.asp

UNIVERSITY OF MIAMI

5100 Brunson Drive

Coral Gables, FL 33124

School of Communication

(1)ACEJMC (2) A,L,C,OC (3) SAT, SAT, ACT, GRE, ESSAY, GPA (4) Pass 3 core courses with 2.50 (5) T&F \$36,188 (6) R&B \$10,800 (based on 20 meals per wk)

AD: (7) Major (8) BS (9) 52B (10) F&S 61, J&S 121 (11) 5-FT, 3-PT (12) 2 (13) AAF, ADS honorary (14) Dr. Alyse Lancaster (305)284-2843, FAX (305)284-5216, ALANCASTER@MIAMI.EDU

PR: (7) Major (8) BS MS (9) 48B, 17M (10) F&S 53, J&S 116, M 25 (11) 7-FT, 2-PT (12) 2 (13) PRSSA (14) Robert Hosmon (305)284-1870, FAX (305)284-5207 RHOSMON@MIAMI.EDU

Web address: WWW.COM.EDU

E. Fowler Avenue
Tampa, FL 33620
School of Mass Communications
(1) ACEJMC (2) A,C,OC (4) 2.75 GPA plus Engl Diagnostic Test (5)
T&F \$332 pch, NR \$510 (6) R&B various plans
AD: (7) Sequence UG, Strat Comm Mgt - G (8) BA MA (9) 76B (10)
F&S 8, J&S 119 (11) 5-FT, 2-PT (12) 13 (13) Ad Club (14) Coby
O'Brien (813)974-2591, FAX (813)974-2592 cobrien@cas.usf.edu
PR: (7) Sequence UG, Strat Comm Mgt - G (8) BA MA (9) 63B, 4M
(10) F&S 4, J&S 127, M 4 (11) 4-FT, 2-PT (12) 7 (13) PRSSA (14)
Kelli Burns (813)974-2591 kburns@cas.usf.edu
Web address: www.masscom.usf.edu

Georgia

BERRY COLLEGE

2277 Martha Berry Blvd.
Mount Berry, GA 30149
Department of Communication
(2) L,C,OC (3) SAT 1100+, 2 yrs HS foreign lang (5) T&F \$24,620
(6) R&B \$8724
PR: (7) Sequence (8) BA (9) 15B (10) F&S 19, J&S 30 (11) 1-FT, 1-
PT (13) PRSSA (14) Dr. Bob Frank FAX (706)233-4073, FAX
(706)802-6738, bfrank@berry.edu
Web address: www.berry.edu/academics/hass/communication

GEORGIA COLLEGE AND STATE UNIVERSITY

Department of Mass Communication
Milledgeville, GA 31061
(2) C (4) 2.5 gpa, 36 hrs, compl Engl 1101 & 1102, MSCM 2200 &
2204 (5) T&F \$3996, NR \$12,445 (6) B \$2154, B \$1668
AD: (7) Sequence (8) BA (9) 10B (10) F&S 30, J&S 25 (11) 3-FT
(14) Mary Jean Land, maryjean.land@gcsu.edu
PR: (7) Sequence (8) BA (9) 40B (10) F&S 80, J&S 60 (11) 3-FT
(13) PRSSA (14) same as above
Web address: www2.gcsu.edu/masscommunication/default.html

GEORGIA SOUTHERN UNIVERSITY

P.O. Box 8091
Statesboro, GA 30460
Communication Arts Department
(2) L,C,OC (3) 1000 SAT or 21 ACT, HS GPA 2.0, College Prep Curr
(4) 45 hrs and 2.35 GPA (5) T&F \$3772, NR T&F \$13,354 (6) R&B
\$7648
PR: (7) Major (8) BS (9) 64B (10) F&S 139, J&S 117 (11) 4-FT, 1-
PT (12) 4 (13) PRSSA (14) Lisa Muller, lmuller@georgiasouthern.edu
FAX (912)478-0822
Web address: www.class.georgiasouthern.edu/commarts/

UNIVERSITY OF GEORGIA

120 Hooper Street
Athens, GA 30602-3018
Advertising & Public Relations
College of Journalism and Mass Communication
(1) ACEJMC (2) A,L,C,OC (3 & 4) Entrance requirements see web site
below (5) T&F \$8736, NR \$26,946 (6) R \$4772, B \$3688
AD: (7) Major (8) ABJ MA PhD (9) 168B, 4M, 1D (10) J&S 304, M
9, D 5 (11) 13-FT (12) 3 (13) AAF (14) Donna LeBlond (706)542-
4791, FAX (706)542-2183, dleblond@uga.edu

Hawaii

HAWAII PACIFIC UNIVERSITY

Honolulu HI 96813

College of Communication

(2) A,L,C,OC (3) GPA, SAT/ACT (4) 2.5 GPA (5) T&F \$13,000 (6) R&B \$10,000

AD: (7) Major (8) BA (9) 20B (10) F&S 31, J&S 45 (11) 2-FT, 3-PT (12) 3 (13) AAF (14) Dr. Joanee Gula (808)544-0819 jgula@hpu.edu

PR: (7) Major (8) BA (9) 20B (10) F&S 27, J&S 39 (11) 5-FT, 5-PT (12) 3 (13) PRSSA, IABC (14) Katherine Clarke (808)386-5320 kclarke@hpu.edu. Web address: www.edu/index.cfm?contentID=2751

Idaho

UNIVERSITY OF IDAHO

P.O. Box 443178

Moscow, ID 83844-3178

School of Journalism & Mass Media

(2) C,OC (3) minimums, 2.2 GPA, ACT 23-36, SAT 1070-1600 (4) Same as university – Note: school requires 2.5 GPA to graduate (5) T&F \$4932, NR \$15,012 (6) R&B \$7242

AD: (7) Major (8) BA BS (9) 49B (10) F&S 104, J&S 116 (11) 5-FT, 2-PT (12) 5 (13) AAF (14) Mark Secrist (AD) (208)885-7707, FAX (208)885-6450 msecrist@uidaho.edu

PR: (7) Major (8) BA BS (9) 48B (10) F&S 104, J&S 116 (11) 5-FT, 2-PT (12) 5 (13) UIPR – public relations club (14) Dr. Rebecca Tallent, (208)885-8872 rtallent@uidaho.edu

Web address: www.class.uidaho.edu/jamm

Illinois

BRADLEY UNIVERSITY

GCC 300

Peoria, IL 61625

Department of Communication

(2) L,C,OC (3) Open (4) 2.25 GPA (5) T&F \$23,000 (6) R&B \$8830

AD: (7) Concentration (8) BA BS (9) 30B (10) F&S 60, J&S 60 (11) 4-FT, 2-PT (12) 6 (13) AAF (14) Ali L. Zohoori, Chairperson (309)677-2354, FAX (309)677-3446 zohoori@bradley.edu

PR: (7) Concentration (8) BA BS (9) 35B (10) F&S 70, J&S 70 (11) 3-FT, 2-PT (12) 1 (13) PRSSA (14) Same as above

Web address: www.Com.bradley.edu

COLUMBIA COLLEGE CHICAGO

624 S. Michigan, Suite 800

Chicago, IL 60605-1996

Department of Marketing Communication

(2) A,L,C,OC (3) Open admission (5) T&F \$17,950 (6) R&B \$7944-\$11,778

AD: (7) Program (8) BA (9) 85B (10) F&S 150, J&S 150 (11) 5-FT, 30-PT (12) 1 (13) AMA, AAF (14) Herbert Allen (312)369-7600 hallen@colum.edu

PR: (7) Program (8) BA (9) 40B (10) F&S 75, J&S 75 (13) PRSSA (14) Mort Kaplan mkaplan@colum.edu

Web address: www.Marketing_Communication/index.php

Chicago, IL 60604-2201

College of Communication

(2) A,L,C,OC (4) Grad: GRE required; GPA of 3.0 at undergrad school
(5) T&F \$28,240 (6) R&B \$6183-10,371

AD/PR: (7) Track (8) BA MA (9) 165B, 26M (10) F&S 283, J&S
340, M 90 (11) 8-FT, 20-PT (12) 6 MA level (13) PRSSA, AAF,
IABC (14) UG Kasey Windels (312)362-5230 kwindels@depaul.edu,
G Teresa Mastin (312)362-7702, tmastin@depaul.edu FAX (312)362-
8620 Web address: www.communication.depaul.edu

NORTHWESTERN UNIVERSITY

Evanston, IL 60208

Medill School of Journalism

Department of Intergrated Marketing Communications

(1) ACEJMC (2) L,C,OC (4) BA or equivalent, GRE or GMAT (5) T
\$39,840 (6) R&B \$24,792

AD/PR: (7) Major (IMC) (8) MS (9) 70 M (10) M 97 (11) 13-FT, 12-
PT (12) 15-20 (13) PRSSA (14) Anne Penway, Director, Graduate
Adm & Financial Aid (847)467-1238, FAX (847)467-7342
a-penway@northwestern.edu

Web address: www.medill.northwestern.edu/imc

ROOSEVELT UNIVERSITY

Chicago, IL 60605-1394

School of Communication

(2) A,L,C (3) ACT or SAT (5) T&F UG \$19,250/12/16ht12-18
hrs/term (6) R&B \$11,000-ave

AD/PR: (7) Integrated Communication (8) BA MS (IMC) (9) 27B,
64M (10) F&S 39, J&S 54, M 174 (11) 6-FT, 10-PT (12) 35 (13) AAF
(14) Marian Azzaro (312)281-3239, FAX (312)281-3231
mazzaro@roosevelt.edu. Web address: www.roosevelt.edu/cas/comm/

SOUTHERN ILLINOIS UNIVERSITY

Carbondale, IL 62901

School of Journalism

(1) ACEJMC (2) A,L,C,OC (3) 2.0 GPA (cc), 20 ACT or 18-19 ACT
& U 1/2 HS grad class (4) 2.0 GPA (College) (5) T \$5068.50, NR T
\$8716.65 (6) R&B \$5200

AD: (7) AD/IMC Sequence (8) BS MA MS PhD (9) 57B (10) F&S
26, J&S 121 (11) 6-FT (12) 12 (13) AAF (14) William Freivogel
(618)536-3361, FAX (618)453-5200 wfreivog@siu.edu

Web address: www.journal.siu.edu

UNIVERSITY OF ILLINOIS

810 S.Wright St.

Urbana, IL 61801

The Charles H. Sandage Department of Advertising

(1) ACEJMC (2) A,L,C (4) ACT 27, SAT 1800, HS rank 85% (5)
T&F \$11,114, NR \$25,256 (6) R&B \$9714

AD: (7) Major (8) BS MS (9) 163B, 14M (10) F&S 155, J&S 356, M
15 (11) 10-FT (12) 12 (13) AAF (14) William E. Berry, Acting Head
(217)333-1602, FAX (217)244-3348 wberry@illinois.edu

Web address: www.media.illinois.edu/programs/advertising

WESTERN ILLINOIS UNIVERSITY

1 University Circle, Simpkins Hall

Macomb, IL 61455

Department of English & Journalism

(2) L,C,OC (3) min. cum. GPA 2.5 on 4.0 scale & ACT 20 (SAT 940)

(See above) (5) T&F \$2705.84 (12) 12 hrs/term (13) NR \$5220.80 (14) 12 hrs/term

AD/PR: (7) Sequence (8) BA (9) 17B (10) F&S 33, J&S 49 (11) 5-FT (12) 4 (13) PRSSA (14) Dr. Siddiqi (309)298-1324, FAX (309)298-2974 M-Siddiqi@wiu.edu Web address: www.wiu.edu/english_and_journalism

Indiana

BALL STATE UNIVERSITY

Muncie, IN 47306

Department of Journalism

(1) ACEJMC (2) L,C (3) CORE 40, ACT or SAT (4) complete pre-advertising program (5) T&F \$8056, NR \$21,666 (6) R&B \$7390

AD: (7) Major (8) BA (9) 41B (10) F&S 121, J&S 85 (11) 3-FT, 1-PT (12) 6 (13) AAF (14) Michael Hanley (765)285-8213, FAX (765)285-4989 mhanley@bsu.edu

PR: (7) Major (8) BA MA (9) 20B, 21M (10) F&S 171, J&S 107, M 115 (11) 4-FT (12) 6 (14) Dustin Supa, Ph.D. (765)285-8215 FAX (765)285-4989 cwsupa@bsu.edu Web address: www.bsu.edu/journalism

INDIANA UNIVERSITY SOUTHEAST

4201 Grant Line Rd.

New Albany, IN 47150

(2) L,C,OC (7) AD (8) BA (9) 30B (10) F&S 65, J&S 60 (11) 4-FT, 2-PT (14) Vijay Krishna, Ph.D. (812)941-2621 vkrishna@ius.edu

Web address: www.ius.edu/advertising

PURDUE UNIVERSITY

West Lafayette, IN 47907-2098

Department of Communication

(2) A,L,C,OC (4) must first earn a 2.67 GPA in 3 pre-comm courses before being admitted to the concentration (5) T&F \$8638, NR \$25,118 (6) R&B \$8710

AD: (7) Concentration - UG PR & Rhetorical Advocacy (8) BA (9) 45B (10) J&S 66 (11) 4-FT (13) AAF (14) Josh Boyd (765)494-3333 FAX (765)496-1394 boyd@purdue.edu

PR: (7) Concentration - UG & G PR & Rhetorical Advocacy (8) BA MA PhD (9) 4M, 1D (10) F&S 3, J&S 234, M 4, D 7 (11) 5-FT, 1-PT (13) PRSSA (14) Same as above

Web address: www.cla.purdue.edu/communication/

UNIVERSITY OF EVANSVILLE

Evansville, IN 47722

Department of Communication

AD/PR: (7) Concentration (8) BA (9) 16B (10) F&S 36, J&S 36 (11) 2 (12) 1 (14) Dr. Mark Shifflet (812)488,2069, ms83@evansville.edu

Web address: communication.evansville.edu

UNIVERSITY OF SOUTHERN INDIANA

Evansville IN 47712-3596

Department of Communications

(1) ACEJMC (2) L,C,OC (4) 2.0/4.0 GPA (5) T&F \$5564, NR \$8140 (6) R&B \$5628

AD/PR: (7) Major (Options in AD & PR) (8) BA/BS (9) 71B (10) F&S 69, J&S 165 (11) 5-FT, 4-PT (12) 2 (13) AAF, PRSSA (14) Robert West, PhD, Coordinator (812)461-5209, FAX (812)465-7152 rwest@usi.edu. Web address: www.usi.edu/libarts/comm/index.htm

Valparaiso, IN 46383-6493
Department of Communication
(2) L,C,OC (3) SAT or ACT (5) T&F \$24,360 (6) R&B \$5480
PR: (7) Major (8) BA (9) 25B (10) F&S 35, J&S 32 (11) 1-FT (13)
AWC, PRSSA-nationally affiliated student agency (14) Dr. Bonita
Dostal Neff, PhD (219)464-6827, FAX (219)464-6742
Bonita.Neff@valpo.edu. Web address: www.valpo.edu

Iowa

DRAKE UNIVERSITY

Des Moines, IA 50311-4505
School of Journalism and Mass Communication
(1) ACEJMC (2) A,L,C,OC (3) ACT SAT (5) T&F \$23,800 (6) R
\$2870, B \$3050
AD: (7) Major (8) BA (9) 45B (10) F&S 75, J&S 70 (11) 2 (12) 3
(13) AAF (14) Dorothy Pisarski (515)271-1857, FAX (515)271-2798
dorothy.pisarski@drake.edu
PR: (7) Major (8) BA (9) 33B (10) F&S 33, J&S 64 (11) 2-FT, 1-PT
(12) 2 (13) PRSSA (14) Ronda Menke (515)271-3167, FAX (515)271-
2798 ronda.menke@drake.edu
Web address: www.drake.edu journalism/sjmcsite

IOWA STATE UNIVERSITY

178 Hamilton Hall
Ames, IA 50011-1180
Greenlee School of Journalism and Communication
(1) ACEJMC (2) A,L,C,OC (3) Regent Admission Index, grad stu
GRE (4) Pre-major courses and English Usage Test (5) T&F \$6651,
NR T&F \$17,871 (6) R&B \$7077
AD: (7) Major (8) BA (9) 39B (10) F&S 87, J&S 165 (11) 5-FT (12)
Specific to AD/PR 50+ (13) AAF (14) Kalpana Ramgopal or Lisa
Brinkley (515)294-0303, FAX (515)294-7762 ramgola@iastate.edu or
lisbom@iastate.edu
PR: (7) Part of Jrnl major (8) BA BS MA (11) 5-FT, 1-PT (12) 50+
(13) PRSSA (14) Same as above. Web address: www.jlmc.iastate.edu

UNIVERSITY OF NORTHERN IOWA

Cedar Falls, IA 50614-0139
Department of Communication Studies
(2) A,L,C,OC (4) 2.7 GPA after 24 hrs (5) T&F \$3188, NR \$7298 (6)
R&B \$7750
PR: (7) Sequence (8) BA MA (9) 48B, 3M (10) F&S 81, J&S 147 (11)
1-FT, 2-PT (13) PRSSA (14) John Fritch (319)273-6118, FAX
(319)273-7356 john.fritch@uni.edu
Web Address: www.chfa.uni.edu/comstudy

Kansas

FORT HAYS STATE UNIVERSITY

Hays, KS 67601
Department of Communication Studies
(2) A,L,C,OC (3) ACT 21 or top third of HS class or 2.0 GPA in core
curriculum courses (5) UG T&F \$118.45 pch, G \$154.65 pch, NR UG
\$351.45 pch, G \$408.65 pch - for additional info see web site (6) R&B
\$4843
AD: (7) Concentration (8) BA MA (10) F&S 5, J&S 5, M 15 (11) 1
(14) Andy Stanton, (785)628-4448, FAX (785)628-4075
lastanton@fhsu.edu

4075 jstraigh@fhsu.edu. Web address: www.fhsu.edu/communication

KANSAS STATE UNIVERSITY

Manhattan, KS 66506

A.Q. Miller School of Journalism and Mass Communications

(1)AEJMC (2) A,L,C,OC (4) 2.5/4.0 on 30 hrs GPA (5) T&F \$6230, NR \$15,848 (6) R&B \$6448

AD: (7) Sequence (8) BA BS MS (9) 32B (10) F&S 16, J&S 59 (11) 4-FT, 2-PT (12) 25 (13) AAF (14) 785-532-6890

PR: (7) Sequence (8) BA BS MS (9) 46B (10) F&S 27, J&S 83 (11) 5-FT (12) 26 (13) PRSSA (14) FAX (785)532-5484

Web address: www.jmc.ksu.edu

UNIVERSITY OF KANSAS

1435 Jayhawk Blvd.

Stauffer-Flint Hall, 1435 Jayhawk Blvd.

Lawrence, KS 66045-7575

William Allen White School of Journalism & Mass Communications

(1) ACEJMC (2) A,L,C,OC (3) for entrance requirements see web site www.ku.edu/admissions (4) for unit entrance see

www.journalism.ku.edu (5) for T&F see www.tuition.ku.edu (6) for R&B see www.housing.ku.edu

AD/PR: (7) Strategic Communication Track (8) BS MS (9) 208B, 9M (2 SC & 7 Mkt Comm) (10) F&S 36, J&S 418, MC 93 (11 SC, 65 MC, 17News & Info) (11) 11-FT, 3-PT (12) 12 (13) PRSSA, SPJ, KU Ad Club (14) (785)864-5318, FAX (785)864-5318

Web address: www.journalism.ku.edu

WASHBURN UNIVERSITY

Topeka, KS 66621

Department of Mass Media

(2) A,L,C,OC

AD/PR: (7) Emphasis (8) BA (9) 16B (10) F&S 35, J&S 46 (11) 2-FT, 1-PT (12) 14 (13) AAF (14) Thimios Zaharopoulos, Chair (785)231-1010, FAX (785)231-1084 thimios@washburn.edu

Web address: www.washburn.edu/cas/massmedia

Kentucky

EASTERN KENTUCKY UNIVERSITY

Richmond, KY 40475

Department of Communications

(2) C, OC (3) NR upper HS class or 21 ACT or 990 SAT (5) T&F \$6000, NR \$16,000 (6) R&B \$6,500

PR: (7) Major (8) BA (9) 40B (10) F&S 60, J&S 77 (11) 3-FT (12) 3 (13) PRSSA (14) Dave Woolverton FAX (859)622-8214, dave.wolverton@eky.edu or Ron Wolfe ron.wolfe@eky.edu

Web address: www.communication.eky.edu

MURRAY STATE UNIVERSITY

114 Wilson Hall, Murray, KY 42071-3311

Department of Journalism and Mass Communications

(1) ACEJMC (2) A,L,C,OC (3) U ½ of HS class, ACT or SAT (4) Same as university (5) T&F \$6264, NR \$17,040 (6) R \$3806, B \$2996

AD: (7) Major (8) BA BS (9) 16B (10) F&S 32, J&S 64 (11) 3-FT (12) 10 (13) AAF (14) Gill Welsch (270)809-3173, FAX (270)809-2390 gill.welsch@murraystate.edu

PR: (7) Major (8) BA BS (9) 24B (10) F&S 47, J&S 58 (11) 3-FT (12) 10 (13) PRSSA (14) Robin B. Orvino (270)809-5308

107 Grehan Building
Lexington, KY 40506-0042
School of Journalism & Telecommunications
(1) ACEJMC (2) L,C,OC (3) HS diploma (4) upper division, 2.6 (5)
T&F \$8610 lower division; \$8358, upper division, NR \$17,678 (6)
R&B \$6363-\$8320
AD/PR: (7) Major in Integrated Strategic Communication (8) BA BS
(9) 137B (10) F&S 204, J&S 176 (11) 8-FT, 2-PT (12) 13 (13) AAF,
PRSSA (14) Beth Barnes, (859)257-4275, FAX (859)323-3168
bbarnes@email.uky.edu. Web address: www.CommInfoStudies/JAT/

Louisiana

GRAMBLING STATE UNIVERSITY

Grambling, LA 71245
Department of Mass Communication
(1) ACEJMC (2) A,L,C,OC (3) Completed appl for adm; appl fee \$20.
(\$30 for intl stu), Official HS Trans or GED; ACT or SAT scores and
Proof of Immunization (4) must maintain a min GPA of 2.0 and Grade
of "C" in all req Engl courses (5) T&F \$1997 (off campus; \$4533 - on
campus-boarding for 18 hrs); NR \$4672 (off campus - \$7208 on
campus-boarding) (6) R&B \$300-\$450 per mo
AD/PR: (7) Concentration (8) BA MA (9) 60B, 8M (10) F&S 28, J&S
22, M 18 (11) 2-FT (13) PRSSA, SPJ, WIC, NABJ, AERho (14) Dr.
Martin Edu (318)274-3272, FAX (318)274-3194 edum@gram.edu
Web address: www.gram.edu

LOUISIANA STATE UNIVERSITY

211 Journalism Building
Baton Rouge, LA 70803
Manship School of Mass Communication
(1) ACEJMC (2) A,C,L (3) 3.0 GPA, 18 units college prep courses, 22
ACT or 10030 SAT (4) 3.0 GPA, 30 sm hrs, receive "B" or better in
MC 2010 (5) T&F \$2622.70, NR \$7197.70 (6) R&B \$2720
AD: (7) Concentration (8) BAMC MMC PhD (10) J&S 153 (11) 9-
FT, 1-PT (12) 1 (13) AAF (14) Lance Porter, Area Head (225)578-
7377, FAX (225)578-2125, lporter@lsu.edu
PR: (7) Concentration (8) BAMC MMC PhD (10) J&S 202 (11) 11-
FT (13) PRSSA (14) Jinx C. Broussard, Area Head (225)578-7603,
FAX (225)578-2125 jinxy@lsu.edu.
Web address: www.manship.lsu.edu

Maryland

HOOD COLLEGE

Frederick, MD 21701-8575
Department of English
(2) A,L,C,OC (3) SAT, ACT (4) 5 Core Courses (5) T&F \$26,200 (6)
R&B \$9000
PR: (7) Track (8) BA (9) 12B (10) J&S 24 (11) 4-PT (13) PRSSA
(14) Al Weinberg (301)696-3745, FAX (301)696-3586
Weinberg@hood.edu. Web address: www.hood.edu

LOYOLA UNIVERSITY MARYLAND

Baltimore, MD 21210-2699
Department of Communication
(2) A,L,C (3) SAT or ACT (4) SAT/ACT (5) T&F \$18,255 (6) B
\$8,180
AD/PR: (7) Sequence (communication) (8) BA (9) 70B (10) F&S

Gunnerson (410)617-5246) rgunnerson@loyola.edu
Web address: www.loyola.edu/communication

UNIVERSITY OF MARYLAND

College Park, MD 20742

Department of Communication

(2) A,L,C,OC (3) HS GPA + GPA & SAT score (4) Limited enrollment
(5) T&F \$7410, NR \$18,710 (6) R \$4656, B \$3000

PR: (7) Track (8) BA MA PhD (9) 100B, 2M, 4D (10) F&S 150, J&S
150, M 6, D 9 (11) 5-FT (12) 1 (13) PRSSA (14) Elizabeth L. Toth,
PhD (301)405-8077, FAX (301)314-9471 eltoth@umd.edu

Web address: www.comm.umd.edu

Massachusetts

BOSTON UNIVERSITY

Commonwealth Ave.

Boston, MA 02215

Department of Mass Communication, Advertising and Public Relations

(2) A,L,C,OC (3) www.bu.edu (4) www.bu.edu (5) T&F \$39,314 (6)
R&B \$12,260

AD: (7) Concentration (8) BS MS (9) 131B, 23M (10) J&S 303, M 31
(11) 7-FT, 5-PT (12) 20 partial for AD/PR/MC (13) AWC, AAF, BMA
(14) Mary-Ellen Oberhauser, Dept. Administrator (617)353-3482, FAX
(617)353-1087 meober@bu.edu

PR: (7) Concentration (8) BS MS (9) 119B, 35M (10) J&S 287, M 57
(11) 7-FT, 3-PT (12) same as above (13) PRSSA (14) Same as above

Web address: www.bu.edu/com

EMERSON COLLEGE

Boston, MA 02116

120 Boylston Street

School of Communication

(2) A,L,C (3) Upper 1/3, SAT or ACT & varies by program

AD/PR: (7) Program (8) BA (Mktg Comm), MA (Global, Integrated
Mktg & Health Comm) (9) 73B, 47M (10) F&S 194, J&S 194, M 243
(11) 13-FT, 6-PT (13) AAF, PRSSA (14) Undergraduate/Graduate
Admissions (617)824-8600. Web address: www.emerson.edu

SUFFOLK UNIVERSITY

Boston MA 02114-4280

Department of Communication and Journalism

(2) A,L,C,OC (4) Top 40% HS class + SAT 1000, Grad 3.0 + UG cum
and GRE or MAT (5) T&F \$26,000 (6) R&B \$11,000

AD/PR: (7) Concentration (8) BA BSJ MA (9) 180B, 25M (10) F&S
160, J&S 160, M 25 (11) 9-FT, 9-PT (14) Robert E. Rosenthal, PhD,
Chair (617)573-8236, rrosenth@suffolk.edu

Web address: www.Suffolk.edu/college/2176.html

WESTFIELD STATE COLLEGE

577 Western Avenue

Westfield, MA 01086

Department of Communication

(2) L,C (3) variable by program and level of admission (4) WSU entry
criteria for freshman entry (5) T&F \$7500, NR \$13,500 (6) R \$5-7000,
B \$3000

PR: (Public & Corporate Communication) (7) Concentration (8) BA
(9) 56B (10) , F&S 6, J&S 60 (11) 2-FT, 1-PT (13) SPJ (14) Dr.

Donald Treadwell (413)572-544, FAX (413)572-8313

EASTERN MICHIGAN UNIVERSITY

Ypsilanti, MI 48197

Public Relations Program

Department of English Language & Literature

(2) L,C,OC (3) ACT or SAT (4) 2.8 GPA (5) T&F \$8400, NR \$22,400

(6) R&B \$7786

PR: (7) Interdisciplinary Major (8) BA (9) 42B (10) F&S 80, J&S 85

(11) 2-FT (12) 2 (13) PRSSA (14) Lolita Cummings Carson, APR

(734)487-0147, FAX (734)483-9744 lhendrix@emich.edu

Web address: www.emich.edu/english/pub-relations/

FERRIS STATE UNIVERSITY

119 South State Street

Big Rapids, MI 49307

College of Business/Public Relations

(1) ACBSP, CEPR (2) L,C (3) GPA 2.5, ACT 19 (5) T&F \$10,000,

NR \$15,000 (6) R&B \$9000

AD: (7) Major - Advertising/IMC (8) BS in Business (9) 20B (10)

F&S 40, J&S 30 (11) 3-FT (12) 3 (13) Ad Group (14) Tom Mehl

(231)591-2414, FAX (531)531-3521

Thomas_Mehl@ferris.edu/cob/advertising.cfm

PR: (7) Major (8) BS in Business (9) 15B (10) F&S 20, J&S 30 (11)

1-FT, 1-PT (13) PRSSA (14) Patrick Bishop, PhD, APR (231)591-

3151 FAX (231)591-3521 patrickbishop@ferris.edu

Web address: www.ferris.edu/cob/public-relations.cfm

GRAND VALLEY STATE UNIVERSITY

Allendale, MI 49401-9403

School of Communications

(2) L,C,OC (3) ACT 20, SAT,GPA 2.9 (5) T&F \$8196, NR T \$12,510

(6) R&B \$3603

AD/PR: (7) Major (8) BA, BS (9) 30B (10) F&S 250, J&S 300 (11)

7-FT, 10-PT (12) 3 (13) AAF, PRSSA (14) Tim Penning (616)331-

3668, FAX (616)331-2700 penningt@gvsu.edu

Web address: www.gvsu.edu/soc

MICHIGAN STATE UNIVERSITY

309 Communication Arts & Sciences

East Lansing, MI 48824

Department of Advertising, Public Relations & Retailing

(2) A,L,C,OC (3) <http://admissions.msu.edu/> (4) 2.0 in ADV 275-

Integrated Strategy; 3.0 for PR (5) T&F \$11,722, NR \$29,622 (6) R&B

\$7820

AD: (7) Major (8) BA MA PhD (Mass Media) (9) 359B, 38M (10)

F&S 258, J&S 560, M 135 (11) 25-FT, 3-PT (13) AAF, MSU Ad

Assn, Int'l Student Adv Assn (14) David Regan (517)355-2314, FAX

(517)432-2589 regand@msu.edu

PR: (7) Specialization (8) BA MA (14) Rick Cole rcole1@msu.edu

Web address: www.apr.msu.edu

NORTHERN MICHIGAN UNIVERSITY

1401 Presque Isle

Marquette, MI 49855

Communication & Performance Studies

(2) L,C,OC (3) 2.25 HS-GPA Composite ACT 19 or 900 SAT (4) 2.25

College GPA (5) T&F \$7864, NR \$12,108 (6) R&B \$8206

PR: (7) Major (8) BA (9) 8B (10) F&S 18, J&S 20 (11) 3-FT (2) 1

(13) PRSSA (14) Jim Cantrill (906)227-2061, FAX (906)227-2071

5201 Cass Avenue
Detroit, MI 48202

Department of Communication

(2) A,L,C,OC (3) 2.75 HS GPA or ACT 21 or SAT 970

Department of Marketing & Supply Chain Management

(1) AACSB, IIA (2) A,L,C,OC (3) 2.75 HS GPA or SAT 970 (4) same as (3) + 2.5 college GPA (5) T&F \$9000, NR \$19,000 (6) R \$4800, B \$2600

AD: MKT (7) Major (8) BA/BS MBA Ph.D. (9) 50B (10) F&S 200, J&S 250 (11) 2-FT, 3-PT (12) 8 (13) AAF, IAA (14) Dr. Richard F. Beltramini (248)879-8898 R_Beltramini@Wayne.edu

Web address: www.hcob.wmich.edu/mktg

WESTERN MICHIGAN UNIVERSITY

Kalamazoo, MI 49008-5430

Department of Marketing

(1) AACSB (2) L,C,OC (3) U 1/3 (4) 2.5 GPA (5) T&F \$9306, NR \$21,194 (6) R&B \$7895

AD & Promotion: (7) Major (8) BBA (9) 44B (10) F&S 80, J&S 114 (11) 3-FT, 1-PT (12) 5 (13) AAF AMA (14) Dr. Karen M.

Lancendorfer (269)387-6130, FAX (269)387-6225

karen.lancendorfer@wmich.edu

Web address: www.hcob.wmich.edu//mktg

Minnesota

ST. CLOUD STATE UNIVERSITY

St. Cloud, MN 56301

Mass Communications Department

(1) ACEJMC (2) A,L,C (3) top 50% of graduating class (4) establish 2.5 GPA, Engl 191, CMST 192 (5) T&F (MN residents), \$185 pch, NR \$408 pch (6) R&B \$6016

AD: (7) Program (8) BS MS (9) 132B, 10M (10) F&S 140, J&S 100, M 12 (11) 6-FT, 1-PT (12) 12 (13) AAF (14) Roger Rudolph (320)308-3293 FAX (320)308-5337 rrudolph@stcloudstate.edu

PR: (7) Program (8) BS MS (9) 97B, 7M (10) F&S 98, J&S 45, M 10 (11) 3-FT, 1-PT (12) 12 (13) PRSSA (14) Elaine Pavin (320)308-2790 empavin@stcloudstate.edu. Web address:

www.stcloudstate.edu/masscommunications/masscomm.asp

UNIVERSITY OF MINNESOTA-TWIN CITIES

Minneapolis, MN 55455-0418

School of Journalism and Mass Communication

(1) ACEJMC (2) L,C,OC (3) U 1/4, Trs B ave (4) Formal Appl, 30 hrs, B ave (5) T&F \$11,466, NR \$15,466 (6) R&B \$7392

AD/PR: (7) Concentration (Strategic Communication) (8) BA MA in Strategic Comm (9) 217 BA/S, 39M, 4D (10) F&S 189, J&S 428, M 75, 37 D (11) 13-FT, 14-PT (12) 24 (13) AdClub, PRSSA, PRISM (14) Linda Lindholm (612)625-0120, FAX (612)626-8251

sjmcugs@umn.edu. Web address: www.sjmc.umn.edu & admissions.tc.umn.edu

WINONA STATE UNIVERSITY

Winona, MN 55987

Main & Sanborn Streets

Mass Communication Department

(2) L,C (3) 18 HS, ACT score of 21 or higher with top HS class (4) Must be admitted student (5) T&F \$8080, NR \$13,180 (6) R \$7330

AD: (7) Program (8) BA (9) 30B (10) F&S 42, J&S 64 (11) 1-FT

PR (12) PRSSA (14) John Weis (507)457-5232, jweis@winona.edu
FAX (507-457-5155.
Web address: www.winona.edu/masscomm/index.asp

Mississippi

MISSISSIPPI STATE UNIVERSITY

Mississippi State, MS 39762
Department of Communication
(2) A,L,C,OC (3) see

www.admissions.msstate.edu/freshmen/requirements.php (4) 20 on English portion of ACT; Transfer - 2.0 GPA & Cor above in English Comp I & II (5) T&F \$5151, NR \$12,503 (6) R \$4098, B \$3235
PR: (7) Concentration (8) BA (9) 66B (10) F&S 62, J&S 161 (11) 2-FT, 4-PT (12) 5 (13) PRSSA, PR Assn of MS, Southern PR Fed (14) Dr. John E. Forde, APR (662)325-3320, FAX (662)325-3210
jforde@comm.msstate.edu or Kelli Anthony
kanthony@comm.msstate.edu. Web address: www.comm.msstate.edu

UNIVERSITY OF SOUTHERN MISSISSIPPI

118 College Dr. #5121
Hattiesburg, MS 39406

School of Mass Communication & Journalism

(1) ACEJMC (2) A,L,C,OC (3) & (4) see
www.usm.edu/admissions/freshmen (3) (See
usm.edu/admissions/prospective-freshman (4) same as 3 (5) T&F
\$5452, NR \$7956 (6) R \$3338-5000, B \$2518

AD: (7) Sequence (8) BA MA PhD (9) 10B (10) F&S 15, J&S 31
(11) 2-FT (12) 1 (13) AAF (14) Dr. Fei Xue (601)266-4258, FAX
(601)266-6473 fei.xue@usm.edu

PR: (7) Sequence (8) BA, MA, PhD (9) 21B, 23M (10) F&S 42, J&S
64, M 17 (11) 2-FT (12) 7 (13) PRSSA (14) Dr. Jae-Hwa Shin
(601)266-4258 jaehwa.shin@usm.edu. Web address: www.usm.edu/mcj

Missouri

AVILA UNIVERSITY

11901 Wornall Road
Kansas City, MO 64145

(1) North Central Association of Colleges (2) L,C (3) ACT >20 gpa or SAT equivalent (4) +2.5 gpa on 4.0 scale (5) T&F \$21,000, NR \$26,000 (6) R&B \$6000

AD: (7) Program (8) BA (9) 22B (10) F&S 34, J&S 32 (11) 3-FT, 2-PT (12) 2 (13) AAF, IABC (14) Dr. J. Anthony Snorgrass, (816)501-2494, (816)501-2459 janthony.snorgrass@avila.edu

Web address: avila.edu/viscom

CULVER-STOCKTON COLLEGE

Canton, MO 63435

Division of Arts and Sciences

(2) A,L,C,OC (3) HS grad w/college prep. course of study (5) T&F \$13,200 (6) R \$2675, B \$3100

PR: (7) Emphasis (8) BA (9) 4B (10) F&S 18, J&S 14 (11) 3-FT, 2-PT (12) 6 (14) Steve Wiegenstein (573)288-6371, FAX (573)288-6611
swiegenstein@culver.edu. Web address:

www.culver.edu/academics/artsandsciences/communication

Joplin, MO 64801-1595

Department of Communications

(2) L,C,OC (3) moderately open (4) declare major (5) T&F \$4290, NR \$8580 (6) R&B \$5000

PR: (7) Option (8) BA (9) 15B (10) F&S 15, J&S 25 (11) 1-FT, 1-PT (13) PRSSA (14) J. R. Moorman, Head (417)625-3105 moorman-j@mssu.edu. Web address: www.mssu.edu/comm/home.htm

MISSOURI STATE UNIVERSITY

Springfield, MO 65897

Department of Marketing

(1) AACSB (2) A,L,C,OC (3) ACT, Class Rank (4) 2.56 GPA automatic acceptance - consideration for others (5) T&F \$8000, NR \$16,000

AD: (7) Emphasis (8) BA BS MA (9) 200B, 100M (10) F&S 200, J&S 185, M 400 (11) 4-FT, 2-PT (13) AMA (14) Robin Luke, PhD (417)836-5413, FAX (417)836-4466 robinluke@missouristate.edu
Web address: www.missouristate.edu/mkt

SOUTHEAST MISSOURI STATE UNIVERSITY

Cape Girardeau, MO 63701

Department of Mass Communication

(1) ACEJMC (2) L,C (3) varies on status of student (5) T&F \$5544, NR \$6800 (6) R&B \$5300-\$7690 (Textbooks - \$18.33 per course for rental)

AD: (7) Option (8) BS (9) 30B (10) 114 (11) 2-FT, 2-PT (13) AAF (14) Dr. Karie Hollerbach FAX (573)651-5967, khollerbach@semo.edu
PR: (7) Option (8) BS (9) 30B (10) 171 (11) 2-FT, 8-PT (13) PRSSA (14) Dr. Susan Gonders (573)651-2486 (office); (573)339-0774 (home), FAX (573)651-5967 Sgonders@yahoo.com
Web address: www.semo.edu

UNIVERSITY OF CENTRAL MISSOURI

Warrensburg, MO 64093

Department of Communication

(2) C (3) ACT 21, 980 SAT (4) 2.25 GPA in gateway courses (5) T&F \$187.35 pch, NR \$374.70 pch, R&B \$5996.00

PR: (7) Major (8) BA (9) 41B (10) F&S 80, J&S 80 (11) 2-FT (12) 2 (13) PRSSA (14) Dr. Tricia Hansen-Horn (660)543-4840, FAX (660)543-8006 hanson-horn@ucmo.edu
Web address: www.ucmo.edu/x7023.xml

UNIVERSITY OF MISSOURI

Columbia, MO 65211

Department of Strategic Communication

(1) ACEJMC (2) A,L,C,OC (3) ACT, U 1/2 HS Class (4) Jr 3.0 GPA (5) T&F \$8170, NR \$9946 (6) R&B \$7170

AD/Strategic Communication: (7) Sequence (8) BJ MA PhD (9) 171B, 35M, 6D (10) J&S 400, M 10, D 8 (11) 15-FT, 8-PT (12) 15 (13) Ad Club, NABJ, JSA (14) Margaret Duffy, Chair (573)884-9746, FAX (573)882-4823 Duffym@Missouri.edu
Web address: www.journalism.missouri.edu/strategic

Nebraska

CREIGHTON UNIVERSITY

Omaha, NE 68178

Department of Journalism & Mass Communication

(1) AACSB (2) L,C,OC (3) ACT or SAT II (5) T&F \$28,542 (6) R

(12) 13 (13) AAF (14) Dr. Jeffrey Maciejewski (402)280-4061, FAX (402)280-1494 jeffim@creighton.edu
PR: (7) Track (8) BA (9) 32B (10) F&S 15, J&S 24 (11) 1-FT, 2-PT (12) 12 (13) PRSSA (14) Dr. Eileen Wirth (402)280-3014, emw@creighton.edu. Web address: www.creighton.edu/journalism

HASTINGS COLLEGE

710 N. Turner

Hasting, NE 68901

Department of Communication Arts, Business & Economics

(2) L,C, (3) application, ACT scores (5) T&F \$20,782 (6) R \$2436, B \$3266

AD/PR: (7) Combined Media Prod/Adv/PR (8) BA (9) 18B (10) F&S 12, J&S 25 (11) 7-FT, 2-PT (12) Unlimited (13) AAF, SCJ (14)

Kathryn T. Stofer (402)461-7399, FAX (402)461-7442

kstofer@hastings.edu. Web address: www.hastings.edu

UNIVERSITY OF NEBRASKA-Lincoln

Lincoln, NE 68588-0449

College of Journalism & Mass Communications

(1) ACEJMC (2) A,L,C,OC (3) ACT, U 1/2 HS class (4) 2.0 GPA

(5) T&F \$6873, NR \$18,573 (6) R&B \$8196

AD/PR: (7) Sequence (8) BJ, MA (9) MA 12 (10) F&S 160, J&S 282, M 85 (11) 11-FT, 16-PT (12) 9 (13) AAF, PRSSA (14) Michael Goff,

Chief Adviser (402)472-0219, FAX (402)472-8597 mgoffl@unl.edu

Web address: www.journalism.unl.edu

UNIVERSITY OF NEBRASKA AT KEARNEY

Kearney, NE 68849

Department of Communication

(2) L,C (3) Top half of class or ACT composite of 20 or higher or SAR total score of 950 or higher (4) Same as university (5) T&F \$167 pch, NR \$258 pch (6) B #3400

AD: (7) Major (8) BS (9) 9B (10) F&S 12 & J&S 19 (11) 1-FT (12)

4 (14) Ralph E. Hanson, Chair (308)865-8412, FAX (308)865-1537

hansonre@unk.edu

PR: (7) Major (8) BS (9) 6B (10) F&S 3, J&S 11 (11) 1-FT (12) 2

(14) Same as above. Web address: www.unk.edu/acad/comm/home.html

UNIVERSITY OF NEBRASKA AT OMAHA

6001 Dodge Street, ASH 108

Omaha, NE 68182-0112

School of Communication

(2) C (3) ACT 20, SAT 950 (4) 2.25 GPA, C or higher in Engl Comp

(5) T&F \$5500, NR \$7000 (6) R \$308 per month

AD/PR (JOUR): (7) Sequence (8) BA BS M (9) 55B, 1M (10) F&S

205, J&S 254, M 79 (11) 5-FT, 6-PT (12) 15 (13) PRSSA, BEA, Ad

Club (14) Karen Weber (402)554-2600, FAX (402)554-3836

jlipschultz@unomaha.edu. Web address:

www.communication.unomaha.edu

Nevada

UNIVERSITY OF NEVADA, RENO

Reno, NV 89557

Reynolds School of Journalism

(1) ACEJMC (2) L,C,OC (3) Generally a 3.0 in HS acad classes – more info online (4) Comp of Jnl Pre-major core (5) available online.

AD/PR: (7) Int Marketing Comm (8) BA (9) 50B (10) F&S 100, J&S

New Jersey

RIDER UNIVERSITY

2083 Lawrenceville Road

Lawrenceville, NJ 08648

College of Business

(1) AACSB (2) L,C,OC (3) SAT or ACT, Comm Application Form, HS diploma. GED, 2 ltr recommendation, essay (4) No Specific

Requirements (5) T&F \$29,910 (6) R \$6420, B \$4300

AD: (7) Major (8) BA (Interactive Advertising) (9) 28B (10) F&S 35, J&S 53 (11) 4-FT, 3-PT (13) AMA (14) Cynthia M. Newman, Chair (609)895-5512 cnewman@rider.edu

Web address: www.rider.edu/172_1636.htm-www

ROWAN UNIVERSITY

201 Mullica Hill Road

Glassboro, NJ 08028

Public Relations/Advertising

(1) CEPR (2) A,L,C,OC (3) SQAT 1050, Upper 1/3 HS rank (4) 2.0

GPA (5) T&F \$11,676, NR \$19,034 (6) R&B \$10,348

AD: (7) Major (8) BA (9) 51B (10) F&S 73, J&S 85 (11) 2-FT, 4-PT (13) AAF, PRSSA (14) Dr. Suzanne Sparks FitzGerald, Chair (856)256-4265, FAX (856)256-4794 sparks@rowan.edu

PR: (7) Major (8) BA MA (9) 63B (10) F&S 114, J&S 110 (11) 7-FT, 2-PT (13) PRSSA, AAF (14) Same as above.

Web address: www.rowan.edu/

New Mexico

UNIVERSITY OF NEW MEXICO

HSC 032240

Albuquerque, NM 87131-1171

Department of Communication & Journalism

(1) ACEJMC (2) A,L,C,OC (3) See catalog at web address (4) 26 hrs, Engl 102 and 2.5 (5) T&F \$2550, NR \$8626 (6) R&B \$7746

AD: (7) Concentration (8) BA (9) 17B (10) F&S 52, J&S 54 (11) 2-FT, 1-PT (12) 1 (13) UNM-AAF (LoboEdge) (14) Dr. Olaf Werder (505)463-3690, FAX (505)277-4206 owerder@unm.edu

PR: (7) Concentration (8) BA (9) 22B (10) F&S 46, J&S 40 (11) 2-FT (13) PRSSA (14) Dr. Dirk Gibson (505)277-2277 ext 4206

dirkcgib@unm.edu. Web address: www.unm.edu/~cjdept/

New York

BARUCH COLLEGE

CITY UNIVERSITY OF NEW YORK

One Baruch Way

Department of Marketing

New York, NY 10010

(1) AACSB (2) L,C,OC (3) see website:

www.baruch.cuny.edu/admissions (4) see website:

zicklin.baruch.cuny.edu/programs/undergrad/entrance.html (5) T&F \$4370, NR \$11,170

AD: AD & MKTG Communications (7) Major (8) BBA

w/specialization in ADV & Mktg Comm, MBA, MS, PhD (9) 141B

(10) J&S 96 (11) 2-FT, 5-PT (13) AMA AAF BMA (14) David Luna (646)312-3274. FAX (646)312-3271 David.Luna@baruch.cuny.edu

**BUFFALO STATE COLLEGE
(SUNY COLLEGE AT BUFFALO)**

1300 Elmwood Ave.

Buffalo, NY 14222-1095

Communication Department

(1) ACEJMC (Provisional) (2) L,C (3) HS & SAT (4) 2.6 GPA in 4 intro core courses no major grade below C, maintain 2.6 GPA (5) T&F \$2485+\$512.50, NR \$6435+\$512.50 (6) R \$2677 - \$4369, B \$1390 - \$1935

AD/PR: (7) Major (Public Communication) (8) BA (9) 39B (10) F&S, J&S 134 (11) 4-FT, 10-PT (13) PRSSA (14) Ronald D. Smith, APR, Chair (716)878-6008, FAX (716)878-6730, smithrd@buffalostate.edu.

Web address: www.buffalostate.edu/communication

ITHACA COLLEGE

Ithaca, NY 14850-7000

Roy H. Park School of Communications

(2) A,L,C (3) Top 30% of HS class (4) Top 20% of HS Class - 240 places (5) T&F \$30,606 (6) R&B \$11,162

AD/PR (IMC): (7) Major (8) BS (9) 50B (10) F&S 130, J&S 120 (11) 3-FT, 2-PT (12) 5 (13) AAF, PRSSA, AMA (14) Scott Hamula (607)274-1034, FAX (607)274-7076 shamula@ithaca.edu, Arhlene Flowers (607)274-3066 aflowers@Ithaca.edu

Web address: www.Ithaca.edu/rhp/depts/stratcomm/

LONG ISLAND UNIVERSITY

Brookville, NY 11548

Department of Media Arts

(2) L,C,OC (3) SAT or ACT (4) average 2.67 GPA & exam (5) T&F \$11,400 (6) R \$2880, B \$1450-\$2480

PR: (7) Major (8) BFA (9) 18B (10) F&S 43, J&S 43 (11) 2-FT, 6-PT (13) PRSSA (14) Abby Dress (516)299-2984, FAX (516)299-4180 abby.dress@liu.edu

MARYMOUNT MANHATTAN COLLEGE

221 East 71st Street

New York, NY 10021

(2) A,L,C,OC (3) SAT or ACT (5) T&F \$22,000 (6) R&B \$15,000

AD: (7) Program (Bus Mgt) (8) BA (9) 70B (10) F&S 120, J&S 100 (11) 4-FT, 2-PT, (12) 20 (14) Dr. Vladimit Pashkevich (212)517-0639 vpashkevich@mmm.edu

PR: (7) Program (Bus Mgt) (8) BA (9) 70B (10) F&S 120, J&S 100 (11) 2-FT, 42-PT (12) 20 (14) Same as above

Web address: www.mmm.edu

SYRACUSE UNIVERSITY

215 University Place

Syracuse, NY 13244

S. I. Newhouse School of Public Communications

(1) ACEJMC (2) A,L,C (3) SAT, GRE (4) GPA (5) T&F \$33,630 (6) R&B \$12,374

AD: (7) Major (8) BS MA MS PhD (Comm) (9) 248B, 14M, 5D - combined (10) F&S 91, J&S 157, M 19, D 16 (combined) (11) 7-FT, 4-PT (13) AAF (14) James Tsao (315)443-7362, FAX (315)443-3946 jctsaos@syr.edu

PR: (7) Major (8) BS MA MS PhD (9) 330B, 30M (includes Public diplomacy) (10) F&S 111, J&S 219, M 16, D combined (11) 8-FT, 7-PT (13) PRSSA (14) Brenda Wislow (315)443-1011

North Carolina

APPALACHIAN STATE UNIVERSITY

Boone, NC 28608

Department of Communication

(2) L,C,OC (3) HS GPA, SAT/ACT (4) 30 sm hrs, 2.0 GPA and available resources

AD: (7) Major (8) BA (9) 69B (10) F&S 130, J&S 155 (11) 5-FT (12) 4 (13) AAF (14) Dr. Janice Pope (828)262-2391

POPEJT@APPSTATE.EDU

PR: (7) Major (8) BA (9) 71B (10) F&S 102, J&S 181 (11) 4-FT, 1-PT (12) 4 (13) PRSSA, AWC (14) Same as above.

Web address: www.ASUCOM.APPSTATE.EDU

CAMPBELL UNIVERSITY

Buies Creek, NC 27506

Department of Mass Communication

(2) C (3) Mildly competitive (5) T&F appr \$20,000 (6) R&B \$4756

AD: (7) Sequence (8) BA (9) 10B (10) F&S 15, J&S 15 (11) 1-FT (13) AAF (14) Ed Johnson, PhD (910)814-4329, FAX (910)893-1924

johnsone@campbell.edu

PR: (7) Sequence (8) BA (9) 10B (10) F&S 15, J&S 15 (11) 1-FT, 1-PT (13) PRSSA (14) Dean Farmer (910)893-1521

Web address: www.campbell.edu/coas/masscomm/index.html

HIGH POINT UNIVERSITY

833 Montlieu Avenue

High Point, NC 27410

School of Communication

(2) L,C,OC (3) SAT & HS GPA (4) 2.0 GPA (5&6) T&F, R&B \$35,400

AD/PR: (7) Strategic Comm (8) BA MA (9) 8B (10) F&S 88, J&S 43 (11) 2-FT, 1-PT (12) 5 (13) PRSSA (14) John Luecke, APR (336)841-9176, FAX (336)888-6348 Luecke@highpoint.edu

Web address: www.highpoint.edu/communication

ELON UNIVERSITY

2850 Campus Box

Elon, NC 27244

School of Communications

(1) ACEJMC (2) L,C,OC (3) 3.43-4.43 GPA and 1720 – 1940 SAT (5) T&F \$26,827 (6) R&B \$8648

AD/PR (Strategic Communications): (7) Major (8) BA, MA (9) 62B (10) F&S 141, J&S 254 (11) 9-FT, 2-PT (13) PRSSA, Ad Club (14)

Paul Parsons, Dean (336)278-5724, FAX (336)278-5734

parsons@elon.edu Web address: www.elon.edu/communications

UNIVERSITY OF NORTH CAROLINA-CHAPEL HILL

CB#3365

Chapel Hill, NC 27599-3365

School of Journalism and Mass Communication

(1) ACEJMC (2) A,L,C,OC (3) Competitive (4) 2.9 GPA (5) T&F \$5626, NR \$23,514 (6) R&B \$8670

AD: (7) Sequence (8) BA MA PhD (9) 217B, 2M, 1D (10)F&S 53, J&S 164, M 3, D 2 (11) 5-FT, 4-PT (12) 4 (13) AAF (14) John

Sweeney (919)962-4964, FAX (919)962-0620,

jsweeney@email.unc.edu

PR: (7) Sequence (8) BA MA PhD (9) 350B, 7M, 2D (10) F&S 102,

www.jomc.unc.edu

UNIVERSITY OF NORTH CAROLINA AT PEMBROKE

Pembroke, NC 28372-1510

Department of Mass Communications

(2) A,L,C,OC (3) SAT or ACT (5) T&F \$3730, NR \$12,940

PR: (7) Sequence (8) BA MA (9) 15B (10) F&S 20, J&S 46 (11) 4-FT, 1-PT (12) 1 (13) PRSSA (14) George Harrison (910)521-6804, FAX (910)521-5795 george.harrison@uncp.edu

Web address: www.uncp.edu/mc/

Ohio

MIAMI UNIVERSITY

Oxford, OH 45056

Department of Communication

(2) L,C,OC (3) GPA & Rank, ACT and/or SAT I (4) Cum GPA, pre-major courses GPA, pre-major exam (5) T&F \$26,202 (6) R&B 9458

PR: (7) Major (Strategic Communication) (8) BA (9) 65B (10) F&S 45, J&S 100 (11) 2-FT (13) PRSSA (14) Marj Nadler (513)529-7175, FAX (513)529-1268 nadlermk@muohio.edu. Web address:

www.muohio.edu/communication

OHIO NORTHERN UNIVERSITY

525 S. Main Street

Ada, OH 45810

Department of Communication Arts

(2) L,C (3) ACT/SAT (4) Admission to University (5) T&F \$31,866 (6) R \$4140, B \$4140

PR: (7) Major (8) BA (9) 15B (10) F&S 25, J&S 25 (11) 2-FT (13) PRSSA (14) Dr. Steve Iseman, APR, Fellow (419)772-2053, FAX (419)772-1856, s-iseman@onu.edu. Web address:

www.onu.edu/academics/getty_college_arts_sciences/areas_study/communication_arts

OHIO UNIVERSITY

32 Park Place, Scripps Hall

Athens OH 45701

E. W. Scripps School of Journalism

(1) ACEJMC (2) L,C,OC (3) minimum 3.0 and 21 ACT (4) Top 15% of HS Class, minimum 25 ACT/ 1140 SAT (5) T&F \$9537, NR \$18,501 (6) R \$5325, B \$5247

AD: (7) Sequence (8) BSJ MSJ PhD (9) 24B, M&D combined (10) S 15, J&S 49, M&D combined (11) 3-FT, 1-PT (12) 30 not all AD (13) OU Adv Assn (14) Hong Cheng (740)593-2619 Chengh@ohio.edu

PR: (7) Sequence (8) BSJ MSJ PhD (9) 39B, M&D combined (10) S 45, J&S 107, M&D combined (11) 2-FT, 1-PT (12) 30 not all PR (13) PRSSA (14) Bojinka Biship (740)593-2675, FAX (740)593-2592 bishopb@ohio.edu. Web address: scrippsjschool.org

OTTERBEIN COLLEGE

Westerville, OH 43081

Department of Communication

(2) L,C,OC (3) ACT or SAT I (5) T&F \$25,065 (6) R \$3399, B \$3750

PR: (7) Major (8) BA (9) 25B (10) F&S 50, J&S 50 (11) 3-FT, 2-PT (12) 20 (13) PRSSA (14) Denise Shively (614)823-3383, FAX (614)823-3367 DShively@otterbein.edu

Web address: www.otterbein.edu/dept/comm/index.htm

300 College Park
Dayton, OH 45469-1410
Department of Communication
(2) A,L,C (3) GPA, SAT or ACT (5) T&F \$29,080 (6) R&B \$7600
PR: (7) Concentration (8) BA (Communication) (9) 96B (10) F&S
63, J&S 114 (11) 3-FT (12) 1 (13) PRSSA, IABC (14) Dr. JeeHee
Han (937)229-2486, FAX (937)229-2055
JeeHee.Han@notes.udayton.edu
Web address: www.artssciences.udayton.edu/communication

YOUNGSTOWN STATE UNIVERSITY

Youngstown, OH 44555
Department of Marketing
(1) AACSB (2) A,L,C,OC (3) 2.0 GPA on 4.0 (4) 2.5 on 4.0 (5) T&F
\$6696.96, NR \$9311.04 (6) R&B \$7090
AD/PR,ADV ART: (7) Major (8) BSBA MBA (9) 5B (10) J&S 17
(11) 2-FT, 2-PT (12) 5 (13) AAF (14) Dr. Bart Kittle (330)941-1882,
FAX (330)941-1871 bkittle@ysu.edu
Web address: www.wcba.ysu.edu/marketing.htm

Oklahoma

OKLAHOMA CITY UNIVERSITY

2501 N. Blackwelder Avenue
Oklahoma City, OK 73106
Department of Mass Communications
(2) L,C,OC (3) 22 ACT, 3.0 GPA or U 1/2 of class (same as above)
(5) T&F \$26,460 (6) R&B \$5465
AD: (7) Track (8) BA (9) 3B (10) F&S 11, J&S 16 (11) 3-FT 1-PT
(13) AAF (14) Dr. Matt Hamilton (405)208-5326, FAX (405)208-5928
mhamilton@okcu.edu
PR: (7) Track (8) BA (9) 4B (10) F&S 7, J&S 9 (11) 2-FT, 1-PT
(13) PRSSA (14) Same as above.
Web address: www.okcu.edu/petree/humanities/mass_comm

OKLAHOMA STATE UNIVERSITY

206 Paul Miller Building
Stillwater, OK 74078
School of Journalism and Broadcasting
(1) ACEJMC (2) A,L,C,OC (3) ACT 21-24 or SAT 980-1090 with 4
different options (4) 2.5 GPA with 28 sm hrs. earned (5) T&F \$6,800,
NR \$16,470 (6) R&B \$7650 year
AD: (7) Option (8) BA BS MA (9) 44B, 2M (10) F&S 19, J&S 97, M
10 (11) 4-FT (12) 5-10 (13) AAF WIC (14) Mary Daniels (405)744-
4121, FAX(405)744-7104 m.daniels@okstate.edu
PR: (7) Option (8) BA BS MA (9) 84B, 2M (10) F&S 44, J&S 152, M
10 (11) 5-FT (12) 20-25 (13) PRSSA WIC (14) Same as above.
Web address: www.journalism.okstate.edu

SOUTHEASTERN OKLAHOMA STATE UNIVERSITY

Durant, OK 74701
Department of Art, Communication and Theatre
(2) A,L,C,OC (3) 20 ACT, 2.7 GPA, top 50%
AD/PR: (7) Major (8) BA (9) 11B (10) F&S 26, J&S 66 (11) 1-FT, 2-
PT (12) 1 (13) Ad Club (14) Dr. Sjannon McGraw (580)745-2556,
FAX (580)745-7475 smccraw@se.edu
Web address: www.se.edu/departments/art

395 W. Lindsey

Norman, OK 73019

Gaylord College of Journalism and Mass Communication

(1) ACEJMC (2) A,L,C,OC (3) 3.0 HS GPA, 24 ACT or 1090 SAT
(4) JMC 1013, 2033 & 2.75 GPA, Pass LST/AII tests (5) T&F \$7423,
NR T&F \$17,404 (6) R&B \$7598

AD: (7) Major (8) BA MA PhD (9) 75B, 5M (10) F&S 7, J&S 198,
M 5 (11) 6-FT, 2-PT (12) 3 (13) Ad Club, NABJ, AAJA, NAJA, SPJ
(14) Melanie Adams (405)325-3686 melanieadams@ou.edu

PR: (7) Major (8) BA MA PhD (9) 89B, 15M (10) F&S 5, J&S 144,
M 15, 3 D (11) 6-FT (12) 4 (13) PRSSA+same as above (14) Kathy
Sawyer (405)325-3686, kswayer@ou.edu

Web address: www.ou.edu/gaylord

Oregon

UNIVERSITY OF OREGON

Eugene, OR 97403-1275

School of Journalism and Communication

(1) ACEJMC (2) A,L,C,OC (3) 3.25 HS GPA (4) So 2.7 GPA, English
Grammar exam (5) T&F \$6174, NR \$19,328 (6) R&B \$7848

AD: (7) Major (8) BA BS MA MS PhD (9) 81B (10) F&S 1, J&S 102
(11) 3-FT, 5-PT (12) 30 (13) AAF, Ad Club (14) Tim Gleason, Edwin
L. Artzt, Dean (541)346-3739, FAX (541)346-0682

tgleason@uoregon.edu

PR: (7) Major (8) BA BS MA MS PhD (9) 92B (10) F&S 1, J&S 130
(11) 2-FT, 4-PT (12) 30 (13) PRSSA (14) Same as above.

Web address: www.jcomm.uoregon.edu

Pennsylvania

DUQUESNE UNIVERSITY

600 Forbes Avenue

Pittsburgh, PA 15282-1731

Department of Communication & Rhetorical Studies

(2) A,L,C,OC (3) 1100 SAT (5) T&F \$26,000 (6) R&B \$5000

AD: (7) Major IMC (8) BA MA D (9) 40B, 10M, 4D (10) F&S 25,
J&S 25, M 15, D 5 (11) 4-FT, 4-PT (13) AAF (14) S. Alyssa Groom,
Ph.D. (412)396-6436, FAX (412)396-4792 grooms@duq.edu

PR: (7) Major Corporate Communication (8) BA MA (9) 40B, 30M
(10) F&S 30, J&S 30, M 30 (11) 4-FT, 4-PT (13) PRSSA (14)

Michael Tumolo, Ph.D. (412) 396-5078, (412)396-4792

tumolom@duq.edu Web address:

www.duq.edu/communication/undergraduate/jmc.cfm

LA SALLE UNIVERSITY

1900 W. Olney Ave.

Philadelphia, PA 19141

Department of Communication

(2) L,C (3) SAT, High School Performance and Rank (5) T&F \$31,000
(6) R \$6000, B \$500

PR: (7) COM (8) BA MA (9) 105B, 65M (10) F&S 197, J&S 204, M
146 (11) 3-FT, 3-PT (13) PRSSA AWC(12) 4 (14) Lynne A. Texter
Ph.D., Chair (215)951-1844, FAX (215)951-5043 texter@lasalle.edu

PENNSYLVANIA STATE UNIVERSITY

University Park, PA 16802

Advertising and Public Relations Department

(1) ACEJMC (2) L,C,OC (3) 3.0 HS GPA (4) 3.3 GPA, Limited to 270

20 (13) AAF, Ad Club (14) Robert Baukus, Head (814)863-3800, FAX (814)863-8044 rab18@psu.edu
PR: (7) Major (8) BA (9) 167B (10) J&S 386 (14) Same as above.
Web address: www.psu.edu/dept/comm

POINT PARK UNIVERSITY

Pittsburgh, PA 15222-1984
School of Communication
(2) A,L,C (3) 2.5 GPA, 1300 SAT or 18 ACT (5) T&F \$20,720 (6) R \$3920, B \$800-1640
AD/PR: (7) Program (8) BA MA/MBA (9) 13B, 18M (10) F&S 39, J&S 36, M 55 (11) 2-FT, 15-PT (13) Ad Club, PRSSA (14) Dr. Dane S. Claussen (412)392-3412, FAX (412)392-3917
dsclaussen@hotmail.com. Web address:
www.pointpark.edu/Academics/Schools/SchoolofCommunication

SUSQUEHANNA UNIVERSITY

Susquehanna, PA 17870-1001
Department of Communications
(2) C (3) SAT-1 or ACT, counselor evaluation, 2 graded writing samples (5) T&F \$31,000 (6) R \$4200, B \$3800
PR: (7) PR Field (8) BA (9) 40B (10) F&S 45, J&S 60 (11) 2-FT, 1-PT (13) PRSSA (14) Larry Augustine, Head (570)372-4355
augustin@susqu.edu. Web address: www.susqu.edu

TEMPLE UNIVERSITY

Philadelphia, PA 19122
Department of Advertising
(2) C (3) SAT Scores (5) T&F \$10,858, NR \$19,878 (6) R&B, \$7000
AD: (7) Major (8) BA (9) 45B (10) F&S 210, J&S 215 (11) 8-FT, 22-PT (12) 3 (13) AAF (14) Michael L. Maynard, PhD, Chair (215)204-8360, FAX (215)204-1974 adverchr@temple.edu
Web address: www.temple.edu/advertising

WESTMINSTER COLLEGE

New Wilmington, PA 16172
Department of English & Public Relations
(2) L,C,OC (3) SAT or ACT (5) T&F \$28,040 (6) R \$4580, B \$3860
PR: (7) Major (8) BA (9) 21B (10) F&S 22, J&S 28 (11) 4-FT (12) 2 (13) PRSSA (14) Delores Natale (724)946-7348, FAX (724)946-6222 nataleda@westminister.edu
Web address: www.westminster.edu/acad/engl/dept/PR/index.html

YORK COLLEGE OF PENNSYLVANIA

York, PA 17405-7199
Division of Communication
(2) A,L,C,OC (3) SAT or ACT (5) T&F \$15,140 (6) R \$4400, B&B \$8530
PR: (7) Major (8) BA (9) 40B (10) F&S 31, J&S 71 (11) 3-FT, 1-PT (13) PRSSA (14) Dr. Robert A. Carroll (717)815-6451, FAX (717)849-1602 rcarroll@ycp.edu. Web address: www.ycp.edu/academics/481.htm

Rhode Island

RHODE ISLAND COLLEGE

600 Mt. Pleasant Ave.
Providence, RI 02806
Department of Communication
(2) L,C (3) SAT or ACT, 18 college prep courses, upper 50% in HS

FT, 3-PT (12) 10 (13) Comm Club (14) Dr. Kay Israel or Holly Shadoin (admissions) (401)456-8648, 1-800-669-5760 FAX (401)456-8415 Kisrael@ric.edu or hshadoin@ric.edu
Web address: www.ric.edu/academics

South Carolina

UNIVERSITY OF SOUTH CAROLINA

Columbia, SC 29208

College of Mass Communications and Information Studies

School of Journalism and Mass Communications

(1) ACEJMC (2) A,L,C,OC (3&4) T&F consult:

www.sc.edu|admissions (5) T&F \$7946, NR T&F \$21,232 (6) R&B \$6900

AD/PR: (7) Sequence (8) BA MA MMC PhD (9) 202B, 16M, 1D (10) F&S 320, J&S 460, M 34, D 7 (11) 14-FT (12) 17 (13) AAF PRSSA IABC (14) Dr. Ran Wei, Sequence Director (803)777-5762, FAX (803)777-4103, LMZoch@sc.edu Web address: www.jour.sc.edu

WINTHROP UNIVERSITY

1920 Alumni Drive

Rock Hill, SC 29733

(1)ACEJMC (2) L,C (3) Admission Req, See www.winthrop.edu (3) 4 units Engl, 4 Math, 3 Lab Sc, 2 For Lang, 3 Social Sc, 1 Fine Arts, Elective, 1 PE or ROTC (4) Application after completing 19 hrs of required courses (5) T&F \$12,176, NR \$22,892 (6) R \$4262, B \$2460

AD/PR: (7) Integrated Marketing Communication (8) BA (9) 34B (10) F&S 47, J&S 67 (11) 3-FT (12) see web site for Available info (13) KTA, AMA, WIC, SPS, AMA (14) Dr. Marilyn Sarow (803)323-4530, FAX (803)323-2464 sarowm@winthrop.edu
Web address: www.winthrop.edu/masscomm

South Dakota

SOUTH DAKOTA STATE UNIVERSITY

Yeager Hall Box 2235

Brookings, SD 57007

Department of Journalism and Mass Communication

(1) ACEJMC (2) L,C,OC (3) Upper 60% or ACT 18 or SAT 870 or 2.6/4.0 GPA (4) C in Fr Engl Comp (5) T \$79.40 pch, F \$89.00 pch, NR T&F \$253.00 pch, (6) R \$1120 Dbl, \$1620 Single, B \$1084 average

AD: (7) Specialization (8) BA BS MA (9) 16B (10) F&S 38, J&S 48 (11) 10-FT, 7-PT (12) 25 (13) AAF (14) Dr. Mary Arnold (605)688-4171, FAX (605)688-5034 mary.arnold@sdstate.edu

UNIVERSITY OF SOUTH DAKOTA

414 East Clark St.

Vermillion, SD 57069-2390

Department of Contemporary Media & Journalism

(1) ACEJMC (2) A,L,C,OC (3) 22 ACT (4) core curriculum (5) T&F \$225.40 pch, NR \$275.30 pch (6) R \$1501.70, B \$1373.45

AD: (7) Specialization (8) BA BS, MA (9) 19B (10) F&S 32, J&S 30 (11) 1-FT, 1-PT (12) 15 (13) AAF (14) Charles Lubbers, Chairman (605)677-6400, FAX (605)677-4250 Chuck.Lubbers@usd.edu

PR: (7) Specialization (8) BA BS MA (9) 15B (10) F&S 28, J&S 26 (11) 1-FT, 1-PT (12) 15 (13) PRSSA (14) Same as above Web Address: www.usd.edu/CMJ

EAST TENNESSEE STATE UNIVERSITY

Johnson City, TN 37614-1701

Department of Communication

(1) ACEJMC (2) A,L,C,OC (3) Min 2.3 GPA and min ACT comp of 19 (or equiv SAT) (5) T&F \$5653, NR T&F \$17,881 (6) R&B \$4464 to \$10,978

AD: (7) Sequence (8) BA BS MA (9) 30B, 4M (10) F&S 60, J&S 40, M 3 (11) 2-FT, 2-PT (12) 2 (13) AAF (14) Stephen W. Marshall, Ph.D. (423)439-7575, FAX (423)439-7540 marshal@etsu.edu

PR: (7) Sequence (8) BA BS MA (9) 40B, 5M (10) F&S 70, J&S 35, M 5 (11) 2-FT, 1-PT (12) 2 (13) PRSSA, Ad Club (14)

JohnKing@ETSU.EDU

Web address: www.etsu.edu/cas/comm./index.jsp

MIDDLE TENNESSEE STATE UNIVERSITY

MTSU PO Box 64

Murfreesboro, TN 37132

School of Journalism

(1) ACEJMC (2) A,L,C,OC (3) HS grad, 14 HS units, Min GPA 3.0, Min ACT 22, min 2.7 GPA, & min ACT of 19 (4) 45 Hrs, Min 2.0 in JOUR 1020, JOUR 2710, ADV 3020/{R 1040, ENG 1010&1020: Math GE (5) Und. 189 p/chr +699, Grd. 305 p/chr+699, NR Und. 662 p/chr,+699 (6) R&B \$1500-\$3800

AD: (7) Concentration (8) BS (9) 20B (10) F&S 35, J&S 113 (11) 4-FT (13) Ad Club (14) Dr. Tricia Farwell (615)898-2987, FAX (615)898-5866 tfarwell@mtsu.edu

PR: Concentration (8) BS (9) 57B (10) F&S 73, J&S 185 (11) 4-FT, 1-PT (13) PRSSA (14) Dr. Zeny Panol (615)904-8239, FAX (615)898-5866 zspanol@mtsu.edu Web address: frank.mtsu.edu/-jour/publicrelations.html

UNIVERSITY OF MEMPHIS

3711 Veterans Ave.

Memphis, TN 38152-3290

Department of Journalism

(1) ACEJMC (2) A,L,C,OC (3) GPA 3.0 or ACT 26 or SAT 1170 or an admissions index of 95 (4) 2.0 GPA (5) T&F \$6990, NR \$20,856 (undergraduate 15 hours) (6) R \$3910, B \$1440 or R&B \$7070

AD: (7) Concentration (8) BA MA (9) 10B, 1M (10) F&S 17, J&S 39, M 2 (11) 2-FT (12) 5 (13) AAF (14) Dr. Sandra Utt (901)678-4795, FAX (901)678-4287 sutt@memphis.edu

PR: (7) Sequence (8) BA MA (9) 22B, 6M (10) F&S 22, J&S 58, M 27 (11) 2-FT, 3-PT (12) 5 (13) PRSSA (14) Dr. Rick Fischer (901)678-2853 rfischer@memphis.edu

Web address: www.memphis.edu/journalism

UNIVERSITY OF TENNESSEE

Knoxville, TN 37996-0343

School of Advertising and Public Relations

(1) ACEJMC (2) A,L,C,OC (3) HS grad (4) 2.75 GPA in specified curriculum (5) T&F \$7382, NR \$14,900 (6) R&B \$8900

AD: (7) Major (8) BS MS PhD (9) 58B, 2M, 1D (10) F&S 150, J&S 120, M 9, D 16 (11) 8-FT, 2-PT (12) 20 (13) AAF (14) Dr. Ronald E. Taylor, Director (865)974-3048, FAX (865)974-2826

www.adv@utk.edu

PR: (7) Major (8) BS MS PhD (9) 57B, 7M, 2D (10) F&S 150, J&S 120, M 2, D 1 (11) 5-FT (12) 3 (13) PRSSA (14) Same as above

Web address: www.cci.utk.edu/advpr

Chattanooga, TN 37403-2598

Department of Communication

(1) ACEJMC (2) L,C,OC (3) ACT 16 or SAT 640 (5) T&F \$2655 for 12 hr load, NR \$5280, Regional \$3975 (6) R \$1400-\$2397, B \$1590-\$2990

AD/PR: (7) Program (8) BA (9) 60B (10) F&S 145, J&S 132 (11) 7-FT, 3-PT (12) 4 (13) PRSA, Ad Club (14) Betsy Alderman (423)425-5278, FAX (423)425-4695 betsy-alderman@utc.edu

Web address: www.utc.edu/commdept

UNIVERSITY OF TENNESSEE AT MARTIN

Martin, TN 38238-5099

Department of Communications

(1) ACEJMC (2) L,C,OC (3) ACT 20+2.5 GPA or ACT 18+2.85 GPA (5) T&F \$5255, NR \$10,642 (6) R&B \$3330

PR: (7) Sequence (8) BA BS (9) 20B (10) F&S 50, J&S 50 (11) 2-FT, 1-PT (12) 5 (13) PRSSA (14) Dr. Robert Nanney, Chair (731)881-7556, FAX (731)881-7550 rnanney@utm.edu

Web address: www.utm.edu/departments/chfa/comm

Texas

ABILENE CHRISTIAN UNIVERSITY

P.O. Box 27892

Abilene, TX 79699-7892

Department of Journalism & Mass Communication

(1) ACEJMC (2) L,C,OC (3) SAT 960, ACT 20 (4) SAT verbal 550 or ACT Engl score 24, or must pass GPS exam w/score of 70 (5) T&F \$18,930 (6) R&B \$6226

AD/PR: (7) Major (8) BS (10) F&S 30, J&S 44 (11) 2-FT, 2-PT (12) 3 (13) AAF, PRSSA (14) Dave Hogan (325)674-2045, FAX (325)674-2139 dahola@acu.edu

Web address: www.acu.edu/academics/cas/jmc/index.html

MIDWESTERN STATE UNIVERSITY

3410 Taft Blvd.

Wichita Falls, TX 76308-2099

Department of Mass Communication

(2) A,L,C,OC (3) 990 SAT/21 ACT/Upper 50% of HS Class (5) T&F \$3560 for 15 credits, NR \$4010 for 15 credits (6) R&B \$2910

AD/PR: (7) Sequence (8) BA (9) 24B (10) F&S 49, J&S 75 (11) 6-FT, 10-PT (12) 25 (13) AAF (14) Dr. Jim Sernoe, Chair (940)397-4391, FAX (940)397-4909 jim.sernoe@mwsu.edu

Web Address: finearts.mwsu.edu/masscomm/index.asp

SOUTHERN METHODIST UNIVERSITY

P.O. Box 750356

Dallas, TX 75275-0356

Temerlin Advertising Institute

(2) A,L,C,OC (3) Undergrad: SAT, ACT, Grad GRE, GMAT (4) 3.0 GPA, across 4 req subset crs and written admission application (5) T&F B:\$33,180 (6) R&B \$10,145

AD: (7) Major: Programs - General Media, Creative (8) BA MA (9) 90B (10) F&S 50, J&S 150, M 27 (11) 11-FT, 68-PT (12) Under grad 10, Grad 10 (13) Nat'l Student Orgs: One Club for Art & Copy, Art Directors Club of New York, AAF (14) Dr. Patricia Alvey (214)768-3090, FAX (214)768-1155, temerlin@smu.edu Web address: temerlin@smu.edu/graduate

PR: (7) Major (8) BA (9) 80B (10) F&S 6, J&S 166 (11) 3-FT, 2-PT

TEXAS CHRISTIAN UNIVERSITY

Fort Worth, TX 76129

College of Communication

Schieffer School of Journalism

(1) ACEJMC (2) A,L,C,OC (3) SAT 1060-1260 (4) Grammar, spelling & Punctuation (5) T&F \$24,820 (6) R&B \$8200

AD/PR: (7) Sequence (8) BA, BS, MA (9) 101BA, 17M (10) F&S 118, J&S 273, M 29 (11) 8-FT, 15-PT (12) 2 (13) PRSSA, AAF (14) Dr. Maggie Thomas, Sequence Head (817)257-6555, FAX (817)257-7322 M.thomas@tcu.edu

Web address: www.schiefferschool.tcu.edu

TEXAS STATE UNIVERSITY – SAN MARCOS

San Marcos, TX 78666-4616

School of Journalism and Mass Communication

(1) ACEJMC (2) A,L,C (3) Class rank & SAT/ACT Comb. 1st Qu +920,20/ 2d Qu 1010,22/ 3rd Qu 1180,26 4th Qu 1270,29 (4) 2.5 GPA & Grammar exam (5) T&F \$6168, NR \$12,816 (6) R \$4180, B \$6080

AD: (7) Sequence (8) BA MA (9) 62B (10) F&S 5, J&S 156, M 4 (11) 4-FT (12) 9 (13) AAF (14) Dr. Alexander Muk (512)245-2656, FAX (512)245-7649 AM40@exstate.edu

PR: (7) Sequence (8) BA MA (9) 105B (10) F&S 10, J&S 160, M 4 (11) 3-FT, 2-PT (12) 5 (13) PRSSA (14) Dr. Frank Walsh (512)245-2656 fw12@txstate.edu. Web address: www.masscomm.txstate.edu

TEXAS TECH UNIVERSITY

PO 43082

Lubbock, TX 79409

College of Mass Communications

(2) L,C (3) 2.0 GPA (4) 2.75 GPA (5) T&F \$8776 for 15 hrs both semesters, NR \$19,936 for 15 hrs both semesters (6) R&B \$7343 to \$8169 for 9 mos

AD: (7) Major (8) BA MA Ph.D (9) 88B (10) F&S 193, does not separate out (11) 6-FT, 2-PT (12) 10 (14) Sam Bradley, PhD

(806)742-3385, FAX (806)742-1085, sam.bradley@ttu.edu Web address: www.depts.ttu.edu/masscom

PR: (7) Major (8) BA MA Ph.D. (9) 149B (10) F&S 269, does not separate out (11) 7-FT, 3-PT (12) 3 (13) PRSSA (14) Trent Seltzer, PhD (806)7423385, FAX (806)742-1085, trent.seltzer@ttu.edu/masscom/

UNIVERSITY OF HOUSTON

101 Comm Bldg

Houston, TX 77204-4072

School of Communication

(2) A,L,C (3) SAT 1100, ACT 24 (4) 2.8 gpa (5) T&F \$5485, 12 hrs NR \$12,135 12 hrs (6) R&B \$5000 Avg.

AD: (7) Sequence (8) BA (9) 250B (10) F&S 370, J&S 350 (11) 2-FT, 4-PT (12) 2 (13) AAF (14) Larry Kelley, (713)743-2883, FAX (713)743-2876 ldkelley@uh.edu

PR: (7) Concentration (8) BA MA (9) 275B, 40M (10) F&S 420, J&S 350, M 40 (11) 4-FT, 3-PT (12) 4 (13) PRSSA (14) Dr. Robert Heath (713)743-2882, FAX (713)743-2876 rheath@uh.edu

Web address: www.valenti.uh.edu

UNIVERSITY OF NORTH TEXAS

1155 Union Circle #311460

Denton, TX 76262

Sue Mayborn School of Journalism

must have 2.5 GPA in pre-major classes (5) T&F \$8116, NR \$20,516
(6) B \$6716

AD/PR: (7) Strategic Communications (8) BA BS MJ MA (9) 104B,
7M (10) F&S 330, J&S 160, M 36 (11) 6-FT, 5-PT (13) Ad Club,
NABJ, NAHJ, SPJ (14) Dr. Sheri Broyles (940)565-4736, FAX
(940)565-2370 sheri.broyles@unt.edu. Web address: www.jour.unt.edu

UNIVERSITY OF TEXAS AT ARLINGTON

Arlington, TX 76019

Department of Communication

(2) L,C,OC (3) ACT SAT (5) T&F \$3708 – 15 hrs, NR \$10,139 – 15 hrs

AD: (7) Sequence (8) BA (9) 51B (10) F&S 38, J&S 150 (11) 1-FT,
2-PT (13) AD3 (14) Dr. Tom Ingram (817)272-2163

PR: (7) Major (8) BA (9) 72B (10) F&S 44, J&S 165 (11) 3-FT, 3-
PT (13) PRSSA (14) Dr. Tom Christie (817)272-2163

Web address: www.uta.edu/communication

UNIVERSITY OF TEXAS AT AUSTIN

1 University Station, A 1200

Austin, TX 78712

Department of Advertising & Public Relations

(2) A,L,C,OC (3) Grad: GPA 3.0, GRE 1000, UG: SAT & ACT (4)
Grad: 400 Verbal GRE (5) T&F \$8430, NR \$27,712 (6) R&B \$9246

AD: (7) Major (8) BS MA PhD (9) 268B, 71M, 5D (10) F&S 263,
J&S 456, M 184, D 46 (11) 18-FT, 11-PT (12) 11 (13) AAF (14)
Damon O'Brien, Adviser (512)471-8692, FAX(512)471-1101

damon.obrien@austin.utexas.edu

PR: (7) Major (8) BS (9) 148B (10) F&S 165, J&S 372 (11) 18-FT,
11-PT (12) 11 (13) PRSSA (14) Laura Luthy, Adviser (512)475-9314,
FAX (512)471-7018 laura.luthy@austin.utexas.edu

Web address: www.advertising.utexas.edu

UNIVERSITY OF TEXAS AT EL PASO

500 University Avenue

Department of Communication

El Paso, TX 79968

(2) L,C (3) Application, SAT scores; high school diploma (5) T&F
\$2299.40, NR \$5660.40

AD: (7) Program (10) 121 (11) 2-FT, 1-PT (12) 2 (13) AAF (14)
Carolyn Mitchell (915)747-6292 cmitchel@utep.edu

PR: (7) Program (10) 100 (11) 1-FT, 3-PT (12) 2 (13) Nat'l Comm
Assn (14) Dr. Patricia Witherspoon, chair (915)747-5129

withersp@utep.edu

UNIVERSITY OF TEXAS - PAN AMERICAN

Edinburg, TX 78539

Communication Department

(2) L,C (3) ACT 17, SAT 810 (4) 2.5 GPA (5) T&F \$2008, NR
\$5858 (6) \$5502

AD/PR: (7) Sequence (8) BA (9) 35B (10) J&S 130 (11) 4-FT (12)
3 (13) PRSSA AAF (14) Salma Ghanem (956)381-2685

ghanem@utpa.edu. Web address: www.utpa.edu/dept/comm

WEST TEXAS A&M UNIVERSITY

Canyon, TX 79016

Department of Art, Communication & Theatre

(2) A,L,C,OC (3) HS diploma/score of 19+on ACT (4) No special
requirements (5) T&F \$50 pch, NR \$327 pch (6) R \$3100, B 1170

AD/PR: (7) Sequence (8) BA MA (9) 15B (10) F&S 40, J&S 42, M
25 (11) 2-FT (12) 4 (13) AAF (14) Lori Westermann (806) 651-

Web address: www.wtamu.edu

Utah

BRIGHAM YOUNG UNIVERSITY

Provo, UT 84602

Department of Communications

(1) ACEJMC (2) A,L,C,OC (3) GPA & ACT (4) Min B grade in prerequisite courses (5) T&F church member \$3280, non-LSD members \$4920 (6) R&B \$5570

AD: (7) Sequence (8) BA MA(Comm) (9) 63B (10) F&S & J&S 172 (11) 5-FT, 4-PT (12) 10 (13) AAF (14) Tom Robinson (801)422-3977, FAX (801)422-0160 tom_robinson@byu.edu

PR: (7) Sequence (8) BA MA (Comm) (9) 45B (10) F&S & J&S 144 (11) 5-FT, 4-PT (12) PRSSA (14) Susan Walton (801)422-6094 Susan_Walton@byu.edu. Web address: www.comms.byu.edu

Virginia

LIBERTY UNIVERSITY

Lynchburg, VA 24506

Department of Communication Studies

(2) L,C,OC (3) Application, Essay, SAT/ACT, HS transcripts (4) Declare AD/PR (5) T&F \$15,800 (6) R&B \$5400

AD/PR: (7) Specialization (8) BS (9) 40B (10) F&S 33, J&S 132 (11) 3-FT (13) PRSSA (14) Dr. William Mullen, Chair (434)582-2111, FAX (434)582-7836 cvkramer@liberty.edu

Web address: www.liberty.edu/index.cfm?pid=109

RADFORD UNIVERSITY

PO Box 6932

Radford, VA 24142

School of Communication

(2) L,C (3) HS diploma, ACT or SAT scores (5) T&F \$7694, NR \$18,428 (6) R&B \$7098

AD: (7) Concentration (8) BA (9) 43B (10) F&S 33, J&S 58 (11) 3-FT (13) AAF (14) Vincent Hazleton, Interim Director (540)831-6553, FAX (540)831-5883 vhazleto@radford.edu

PR: (7) Program (8) BA, MA (9) 66B, 19M (10) F&S 83, J&S 129, M 25 (11) 4-FT, 2-PT (13) PRSSA (14) Same as above

Web address www.radford.edu/~comm

VIRGINIA COMMONWEALTH UNIVERSITY

Richmond, VA 23284-2034

School of Mass Communications

(1) ACEJMC (2) L,C,OC (3) GPA SAT (4) 2.5 GPA (5) T&F \$6780, NR \$19,724 (6) R \$3000-4000, B \$3700

AD: (7) Sequence (8) BS MA PhD (9) 96B, 93M (10) F&S 187, J&S 316, M 201, D 42 (interdisciplinary program) (11) 6-FT, 16-PT (12) 12 (13) AAF (14) Dr. Judy VanSlyke Turk (804)828-2660, FAX (804)828-9175 jvturk@vcu.edu

PR: (7) Sequence (8) BS MA PhD (9) 53B, 16M (10) F&S 124, J&S 175, M 12, D (see note above) (11) 5-FT, 10-PT (12) 2 (13) PRSSA (14) same as above Web address: www.has.vcu.edu/mac

CENTRAL WASHINGTON UNIVERSITY

Ellensburg, WA 98926

Department of Communication

(2) L,C,OC (3) www.cwu.edu/~admissions (4) COM 189, COM 201 and COM 202 with combined B ave or better. Must have GPA of 2.4 overall from CWU s

(5) T&F \$6363, NR \$16,662 (6) R&B \$8460

AD: (7) Program (8) BS (9) 4B (10) J&S 25 (11) 4-FT, 5-PT

PR: (7) Major (8) BA (9) 43B (10) J&S 150 (11) 4-FT, 5-PT (13)

PRSSA (14) Cesar Garcia,(509)963-1097, FAX (509)963-1060

garciace@cwu.edu. Web address: www.cwu.edu/~comm

WASHINGTON STATE UNIVERSITY

Pullman, WA 99164-2520

Edward R. Murrow College of Communication

(2) A,L,C,OC (3) ACT or SAT (4) 45 hrs & 2.7 in 12 hrs comm.

courses & 2.5 cum, ave com GPA 2.7 (5) T&F \$3360, NR \$8878 (6)

R \$4878 B \$3604

AD: (7) Sequence (8) BA (9) 102B (10) J&S 140 (11) 2-FT, 3-PT

(12) 1 (13) AAF (14) Lisa Hunter (509)335-7333, FAX (509)335-1555

huntel@wsu.edu

PR: (7) Sequence (8) BA (9) 112B (10) J&S 214 (11) 3-FT, 3-PT

(12) 5 (13) PRSSA (14) same as above .

Web address: www.communication.wsu.edu

West Virginia

BETHANY COLLEGE

Bethany, WV 26032

Communication Department

(2) L,C,OC (3) Selective Liberal Arts School (5) T&F 18,695 (6) R \$4500, B \$3960

AD: (7) Track (8) BA (9) 8B (10) F&S 10, J&S 12 (11) 1-FT (12) 1

(14) Pat Sutherland (304)829-7716, FAX (304)829-7223,

psutherl@bethanywv.edu

PR: (7) Track (8) BA (9) 12B (10) F&S 12, J&S 14 (11) 1-FT (12) 1

(13) PRSSA (14) Same as above.

Web address: www2.bethanywv.edu/comm

MARSHALL UNIVERSITY

Huntington, WV 25755

School of Journalism & Mass Communications

(1) ACEJMC (2) A,L,C,OC (3) GPA 2.0, ACT 19, SAT 910 (5) T&F \$5286, Metro \$8718, NR \$12,532 (6) R&B \$7200

AD: (7) Major (8) BA MAJ (9) 47B, 5M (10) F&S 12, J&S 35 (11) 2-

FT, 1-PT (12) 1 (13) AAF (14) Janet Dooley (304)696-2734, FAX

(304)696-2732, dooley@marshall.edu

PR: (7) Major (8) BA MAJ (9) 65B, 6M (10) F&S 18, J&S 47 (11) 1-

FT, 1-PT (12) 1 (13) PRSSA (14) Terry Hapney (304)696-6273

hapney@marshall.edu Web address: www.marshall.edu/sojmc

WEST VIRGINIA UNIVERSITY

Morgantown, WV 26506-6010

Perley Isaac Reed School of Journalism

(1) ACEJMC (2) A,L,C (3) 2.0 GPA, ACT or SAT (4) GPA 2.0, Jrn Qualifying Exam (5) T&F \$8878, NR \$19,997 (6) B \$2700

AD: (7) Sequence (8) BSJ, MS, PhD (9) 67B (10) F&S 15, J&S 134

(11) 3-FT, 4-PT (12) 12 (13) AAF (14) Sammy Lee (304)293-3505,

x5416 Sang.lee@mail.wvu.edu. FAX (304)293-3072

ivan.pinnell@mail.wvu.edu. Web address: www.journalism.wvu.edu

Wisconsin

MARQUETTE UNIVERSITY

Milwaukee, WI 53233

Diederich College of Communications

(1) ACEJMC (2) A,L,C,OC (3) Graduate from accredited HS or equivalent, SAT or ACT (4) 3.0 GPA for transfer students only (5) T&F \$28,680 (6) R&B \$9680

AD: (7) Major (8) BA MA (9) 53B, 6M (10) F&S 68, J&S 90, M 14 (11) 4-FT, 6-PT (12) 3 (13) AAF Ad Club (14) Joyce Wolburg (414)288-7309, FAX (414)288-5227 joyce.wolburg@mu.edu

PR: (7) Major (8) BA MA (9) 50B (10) F&S 68, J&S 86 (11) 3-FT, 6-PT (13) PRSSA (14) Same as above

Web address: www.marquette.edu/comm/dept/adpr

UNIVERSITY OF WISCONSIN

Madison, WI 53706

(2) A,L,C,OC (4) So. Standing, J201, application (5) T&F \$8314, NR \$23,064

AD/PR: (7) Strategic Communication (8) BA, MA, PhD (9) 206B (10) F&S 2, J&S 381 (11) 4-FT, 1-PT (12) 3 (13) Ad Club, PRSSA, SPJ, WICI (14) Diane Burroughs (608)263-4898, FAX (608)262-1361 burroughs@wisc.edu. Web address: www.journalism.wisc.edu

UNIVERSITY OF WISCONSIN-OSHKOSH

Oshkosh, WI 54901

Department of Journalism

(1) ACEJMC (2) L,C,OC (3) College prep courses in HS (4) 2.5 GPA (5) T&F \$5374, NR \$12,780 (6) R&B \$5450

AD: (7) Emphasis (8) BA (9) 20B (10) F&S 20, J&S 20 (11) 1-FT, 2-PT (12) 2 (13) Ad Club (14) Chair FAX (920)424-7146

PR: (7) Emphasis (8) BA (9) 30B (10) F&S 20, J&S 20 (11) 2-FT, 2-PT (12) 4 (13) PRSSA (14) Same as above.

Web address: www.uwosh.edu/journalism

UNIVERSITY OF WISCONSIN-STEVENSON POINT

Stevens Point, WI 54481-3897

Division of Communication

(2) L,C,OC (3) Ave GPA 3.2-3.75; Ave ACT Comp 21-25 (4) 2.25/4.0 GPA Overall; 2.75 GPA comm (5) T&F \$6848, NR \$14,421 (6) R \$3438, B \$2122

PR: (7) Emphasis (8) BA BS (9) 35B (10) F&S 50, J&S 68 (11) 2-FT, 2-PT (12) 4 (13) PRSSA (14) Richard M. Dubiel (715)346-2007, rdubiel@uwsp.edu; Jim Haney (715)346-3409, jhaney@uwsp.edu, FAX (715)346-4769. Web address: www.uwsp.edu/comm

UNIVERSITY OF WISCONSIN-WHITEWATER

Whitewater, WI 53190-1790

Department of Communication

(2) L,C,OC (3) U 50% of class or ACT 21+ (5) T&F \$5859, NR \$13,459 (6) R&B \$3602

AD: (7) Major (8) BA BS MS (9) 55B, 4M (10) F&S 37, J&S 78, M 10 (11) 3-FT (12) 7 (13) Ad Society (14) Shu-Chaun (Kelly)Chu (262)472-5075, FAX (262)472-1419, chus@uww.edu

PR: (7) Major (8) BA BS MS (9) 33B (10) F&S 42, J&S 100, M 10 (11) 3-FT (12) 7 (13) PRSSA (14) Ed Frederick (262)472-5066 frederic@uww.edu

International Schools

QUEENSLAND UNIVERSITY OF TECHNOLOGY

3 Georgia Street, Brisbane
Queensland, Australia 4000

(1) AACSB (2) Financial Assistance Available (3&4) Bachelor completion equivalent to year 12 Australian HS Senior with appropriate grades. Masters (coursework) Completed degree (Australian equivalent) with Passing GPA (4.0/7.0 QUT Scale) (5) NR T&F \$11,000 AUD Master: Masters (Res) \$12,250 AUD PhD \$11,750 AUD.

AD (7) BS Advertising, MBA Advertising, MBA Research, PhD (10) J&S, AD 295, MA, AD 47 (11) 4-FT, 12-PT (14) Dr. Gayle Kerr, gr.kerr@qut.edu.au, 61 7 3138 1243

PR (7) BA-PR, MBA-PR, MBA-Research, PhD (10) J&S 311, M 38 (11) 6-FT, 20-PT (14) www.international.qut.edu.au/contact/contact.jsp qut.int_office@qut.edu.au

Web address: www.bus.qut.edu.au/faculty/schools/ampr/

UNIVERSITY OF BIRMINGHAM

University House
Birmingham Business School
Birmingham B15 2TT, UK

(1) Economic & Social Research (ESRC), Chartered Institute of Marketing (CIM) (3) Bachelor honours degree with a minimum GPA of 3.0/4 (TOEFL) IBT 100 with no less than 23 for students who have completed their degree outside the USA and national of a country whose first language is not English (5) NR 12,750 (approx \$20,500)

AD: (7) Marketing Communications (8) MSc (9) MSc 22 (10) M 30 (11) 15-FT, 3-PT (12) 8 (13) National Student Orgn: National Union of Students (14) Dr. Sheena Leek Tel: +44 (0)121 414 6226, Fax (0)+44 121 414 7791 E-mail S.H.Leek@bham.ac.uk. Web address: www.business.bham.ac.uk/postgraduate/msc/marketing

About the Editors

Billy I. Ross

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Jef I. Richards

(Ph.D., University of Wisconsin; J.D., Indiana University) Jef is a Professor of Advertising at Michigan State University, and currently serves as Chair of that department. He has served as president of the American Academy of Advertising. He is on the Board of the Advertising Educational Foundation. He can be reached at jef@msu.edu.

THANKS to Dean Jerry C. Hudson, College of Mass Communications, Texas Tech University and his staff for handling and mailing the Directory.