

WHERE SHALL I GO  
TO STUDY

ADVERTISING  
AND  
PUBLIC  
RELATIONS?



EDITED BY  
BILLY I. ROSS  
JEFF I. RICHARDS

2016

A REPORT OF THE



AMERICAN ACADEMY  
OF ADVERTISING



# Where Shall I Go To Study Advertising and Public Relations?

Advertising and Public Relations Programs  
in Colleges and Universities

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*Donald G. Hileman (1925-1984)*

*Founding Co-Editor 1965-1984*

*Keith F. Johnson (1950-2009)*

*Co-Editor 1991-2005*

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## Foreword

The 50th annual 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 that 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.

Information on each program following the name of the 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)
  - R 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

education, including a broad liberal arts background, 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. F** (Fulltime faculty - primary source of income from teaching, teaching one or more advertising or public relations courses per year. **P** (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

*NOTICE: The editors take no responsibility for inaccuracies that appear here, as they rely upon self-submitted information from the listed schools.*

## A 50TH ANNIVERSARY NOTE FROM BILLY ROSS

The “Where Shall I Go” (WSIG) directory started as a graduate class assignment at Southern Illinois University, Carbondale, IL, in 1962. My dissertation regarding advertising programs in colleges/universities came from that assignment, and later resulted in the publication of the directory.

Dr. Don Hileman was on the faculty at SIU, and got the assignment approved. Dr. Hileman became Dean of the College of Communications, University of Tennessee, in 1970. We each put in \$50.00 to form Advertising Education Publications, to publish the first directory in 1965. He was co-editor of the directory until he died in 1984. Seventy-six colleges/universities were included in this first issue. The information was compiled to help students select a college/university where a program in advertising education was offered.

I published the directory alone from 1985 thru 1990, when Dr. Keith Johnson, Assistant Professor at the Manship School of Journalism, Louisiana State University, co-edited the 1991 through 2005 editions. No directories were published in 2006-07, and Dr. Johnson died in 2009.

In 2008, Dr. Jef I. Richards, Professor of Advertising at The University of Texas, became co-editor. Today, he is Professor of Advertising and department Chair at Michigan State University. He continues to serve as co-editor today. And in 2009, as we were engaged in the annual effort to find funding to support the 2010 edition, the American Academy of Advertising (AAA) volunteered to take over WSIG and continue to fund it.

In the beginning, the information was gathered by mail, typed, and printed by offset. Eventually, data were collected by computer. Printed copies were sent to colleges/universities that were listed in the directory, and later also distributed to AAA members.

In 2011, WSIG first began listing some advertising and public relations programs from outside the United States, starting with just two international entries. The current issue still has only eight foreign entries, but we believe this number will expand significantly in the years to come.

Since Fall of 2013, information has been entered by each college/university via computer. And now that information can be found at *whereshalligo.com*.

Through all of these changes, the mission of this directory continues to be as it was when it began: to help students find a place to study advertising and/or public relations.

## ALABAMA

### AUBURN UNIVERSITY

School of Communication and Journalism  
107 Tichenor Hall  
Auburn University  
Auburn, AL 36849

(1) ACEJMC, (2) L, C, OC (3) R: Average GPA is 3.78 Average ACT Score is 24 to 30. Average SAT score is 1120 to 1350. NR: Average GPA is 3.78 Average ACT Score is 24 to 30. Average SAT score is 1120 to 1350. G: (4) 2000, (5) R: NR: (6) R: 0, B: 0, R&B: 11552 (11) AD-F: 0, AD-P: 0, PR-F: 6, PR-P: 3, (12) AD: 0, PR: 3, (13) PRSSA, (14) Lauren Smith, Ph.D., (334) 844 - 7272, FAX (334) 844 - 4573, <lms0021@auburn.edu>

### UNIVERSITY OF ALABAMA, BIRMINGHAM

Birmingham, AL

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 0 (11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) (14) John W. Wittig, <wittig@uab.edu>

### UNIVERSITY OF ALABAMA, TUSCALOOSA

412 Reese Phifer Hall

Box 870172

905 University Blvd

Tuscaloosa, AL 35487-0172

Advertising & Public Relations

(1) ACEJMC, (2) A, L, C, (3) R: NR: G: (4) 2.0, Freshman, (5) R: , NR: (6) R: 8800, B: 1000, R&B: 12 (7-8) Advertising, (9) 70, (10) 418, (7-8) Public Relations, (9) 155, (10) 1001, (11) AD-F: 12, AD-P: 0, PR-F: 12, PR-P: 0, (12) AD: 0, PR: 5, (13) AAF, PRSSA, (14) Dr. Joseph Phelps, (205) 348 - 8646, <phelps@apr.ua.edu>

### UNIVERSITY OF SOUTH ALABAMA

Mobile, AL

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: , B: , R&B: (11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) (14) Patricia Mark, (334) 844 - 7272, FAX (334) 844 - 4573, <pmark@southalabama.edu>

## ALASKA

*No schools listed*

## ARIZONA

*No schools listed*

## ARKANSAS

### ARKANSAS STATE UNIVERSITY

P.O. Box 1930

Jonesboro, AR 72467

Department of Communication

(1) ACEJMC, (2) L, C, OC (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B:

(7-8) Advertising, (9) N/A, (10) 34,

(7-8) Public Relations, (9) N/A, (10) 104,

(7-8) Social Media Management, (9) N/A, (10) 4,

(11) AD-F: 3, AD-P: 0, PR-F: 2, PR-P: 1, (12) AD: 4, PR: 4, (13) (14)

Marceline Hayes, (870) 972 - 3091, FAX (870) 972 - 3321,

<mhayes@astate.edu>

## UNIVERSITY OF ARKANSAS

Fayetteville, AR

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) (14) Dr.

Phyllis Miller, (205) 348 - 7706, FAX (334) 844 - 4573,

<pmiller@uark.edu>

## CALIFORNIA

### CALIFORNIA STATE UNIVERSITY, FULLERTON

Department of Communications

California State University, Fullerton

800 N. State College Blvd.

Fullerton, CA 92831

(1) ACEJMC, (2) L, C, OC (3) R: ACT, SAT, Contact CSUF

Admissions NR: ACT, SAT, Contact CSUF Admissions G: Contact

CSUF Admissions (4) 3.0, (5) R: , NR: (6) R: 12, B: 0, R&B: 19004

(7-8) Communications, (9) 0, (10) 0,

(11) AD-F: 7, AD-P: 6, PR-F: 8, PR-P: 3, (12) AD: 12, PR: 14, (13)

AAF, PRSSA, (14) COMM Staff, (657) 278 - 3517, FAX (657) 278 -

2209, <commdept@fullerton.edu>

### CALIFORNIA STATE UNIVERSITY, LONG BEACH

LA 4 Room 106

1250 Bellflower Ave.

Long Beach, CA 90840

Department of Journalism & Mass Communication

(1) ACEJMC, (2) A, L, C, (3) R: NR: G: (4) 2.0, Freshman, (5) R: , NR:

(6) R: 0, B: 4770, R&B: 11

(7-8) New Degree, (9) 0, (10) 0,

(7-8) New Degree, (9) 0, (10) 0,

(11) AD-F: 0, AD-P: 0, PR-F: 1, PR-P: 4, (12) AD: 0, PR: 15, (13)

PRSSA, (14) Teri LeGault, (562) 985 - 4982, FAX (562) 985 - 5300,

<teri.legault@csulb.edu>

### SAN JOSE STATE UNIVERSITY

School of Journalism and Mass communication

San Jose State University

1 Washington Square

San Jose, CA 95192-0055

(1) ACEJMC, AACSB, (2) L, C, OC (3) R: 2.0 to University as

freshmen, 2.6 to JMC as transfer NR: same as above G: Toefl score (4)

2.0, freshman, (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(11) AD-F: 2, AD-P: 4, PR-F: 2, PR-P: 2, (12) AD: 6, PR: 6, (13) (14)

Bob Rucker, (408) 924 - 3275, FAX (408) 924 - 3280,

<Robert.rucker@sjsu.edu>

## **UNIVERSITY OF SOUTHERN CALIFORNIA**

Los Angeles, CA

Annenberg School for Communication

(1) None(2) (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(7-8) New Degree, (9) 0, (10) 0,

(11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) (14) USC

Annenberg Admissions, (657) 278 - 3517, FAX (657) 278 - 2209,

<bonnied@mailbox.sc.edu>

## **COLORADO**

### **UNIVERSITY OF COLORADO, BOULDER**

478 UCB

1511 University Ave

Boulder, CO 80309

Department of Advertising, Public Relations and Media Design

(1) ACEJMC, (2) L, C, (3) R: ACT, SAT, 4 units English, 3 units of natural science, social science and for lang, ACT or SAT scores NR:

ACT, SAT, 4 units English, 3 units of natural science, social science and for lang, ACT or SAT scores G: (4) 2.25, 30 sm hrs comp or in, (5) R: ,

NR: (6) R: 0, B: 0, R&B: 0

(7-8) BS in Strategic Communication, (9) 0, (10) 0,

(7-8) MA in Strategic Communication Design, (9) 0, (10) 0,

(7-8) PhD in Strategic Communication, (9) 0, (10) 0,

(11) AD-F: 6, AD-P: 6, PR-F: 1, PR-P: 2, (12) AD: 8, PR: , (13) AAF,

(14) Harsha Gangadharbatla, (303) 492 - 0532, FAX (303) 492 - 0969,

<gharsha@colorado.edu>

### **UNIVERSITY OF NORTHERN COLORADO**

Campus Box 114

School of Communication

University of Northern Colorado

1265 Candelaria Hall

Greeley, CO 80631

Department of Journalism & Media Studies (new name)

(1) None(2) (3) R: Students are pre-journalism majors until they pass 30 credit hours and pass both JMC 100 and ENG 121 with a C or better

NR: Same as above G: Not applicable (4) None, Sophomore, (5) R: ,

NR: (6) R: 0, B: 0, R&B: 0

(7-8) Public Relations and Advertising Media, (9) 50, (10) 0,

(11) AD-F: 1, AD-P: 1, PR-F: 1, PR-P: 2, (12) AD: , PR: , (13) (14)

Kelly Raisley, (970) 351 - 2726, FAX (970) 351 - 2336,

<kelly.raisley@unco.edu>

## **CONNECTICUT**

### **EASTERN CONNECTICUT STATE UNIVERSITY**

Eastern CT State University

Communication Department

Communication Building, Room 252

83 Windham Street

Willimantic, CT 06226

(1) None(2) L, C, (3) R: NR: G: GRE, (4) 2.5, N/A, (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(7-8) BA in Communication, (9) 100, (10) 300,

(7-8) BS in Communication, (9) 100, (10) 300,

(7-8) Concentration in Advertising, (9) 50, (10) 150,  
(7-8) Concentration in PR, (9) 50, (10) 150,  
(7-8) MS in Organizational Communication, (9) N/A, (10) 0,  
(11) AD-F: 5, AD-P: 2, PR-F: 5, PR-P: 2, (12) AD: 3, PR: 3, (13) (14)  
Dr. Olugbenga Chris Ayeni, (860) 465 - 4340, FAX (860) 465 - 5073,  
<ayenio@easternct.edu>

## **UNIVERSITY OF HARTFORD**

200 Bloomfield Avenue  
West Hartford, CT 06117  
School of Communication

(1) None (2) A, L, C, OC (3) R: SAT, NR: SAT, G: (4) freshman, (5) R:  
, NR: (6) R: 0, B: 0, R&B: 0  
(7-8) New Degree, (9) 0, (10) 0,  
(11) AD-F: 3, AD-P: 4, PR-F: 1, PR-P: 2, (12) AD: 1, PR: 1, (13) AAF,  
PRSSA, (14) Susan Grantham, (860) 768 - 4016, FAX (860) 768 - 4096,  
<grantham@hartford.edu>

## **DELAWARE**

*No schools listed*

## **FLORIDA**

### **FLORIDA INTERNATIONAL UNIVERSITY**

3000 N.E. 151 St.  
North Miami, FL 33181

School of Journalism and Mass Communication

(1) ACEJMC, (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: , B: , R&B:  
(11) AD-F: 8, AD-P: 5, PR-F: 8, PR-P: 5, (12) AD: , PR: , (13) (14)  
Student Services, (305) 919 - 5625, FAX (941) 359 - 7669,  
<sjmc@fiu.edu>

### **FLORIDA STATE UNIVERSITY**

UCC Suite 3100  
Tallahassee, FL 32306  
School of Communication

(1) None (2) C, OC (3) R: 26 on ACT or 1740 on SAT NR: 26 on ACT  
or 1740 on SAT G: (4) 3.0 , N/A, (5) R: , NR: (6) R: 0, B: 0, R&B: 0  
(7-8) BS/BA, (9) 72, (10) 145,  
(11) AD-F: 5, AD-P: 1, PR-F: 4, PR-P: 1, (12) AD: 2, PR: 3, (13) AAF,  
(14) Jay Rayburn, APR, CPRC, Ph.D., (850) 644 - 8750, FAX (850) 644  
- 8642, <jrayburn@fsu.edu>

### **RINGLING COLLEGE OF ART AND DESIGN**

2700 N Tamiami Trail  
Sarasota, FL 34234  
Advertising Design

(1) None(2) A, L, C, OC (3) R: Visual art portfolio is required NR:  
Visual art portfolio is required G: (4) N/A, (5) R: , NR: (6) R: 0, B:  
6000, R&B: 5960  
(7-8) Bachelor of Fine Arts, (9) 11, (10) 34,  
(11) AD-F: 3, AD-P: 3, PR-F: 0, PR-P: 0, (12) AD: 2, PR: 0, (13) AAF,  
(14) Jeffrey Bleitz, (941) 359 - 7549, FAX (941) 359 - 7669,  
<jbleitz@c.ringling.edu>

## **UNIVERSITY OF FLORIDA**

College of Journalism & Communications

P.O. Box 118400

Gainesville, FL 32611-8400

Department of Advertising and Department of Public Relations

(1) ACEJMC, (2) A, L, C, OC (3) R: ACT, SAT,

See <http://www.admissions.ufl.edu/ugrad/frqualify.html> NR: ACT, SAT,

See <http://www.admissions.ufl.edu/ugrad/frqualifying.html> G: See

<http://www.admissions.ufl.edu/applygraduate.html> (4) 3.0, Pass 3 core courses, (5) R: , NR: (6) R: 5420, B: 4230, R&B: 20

(7-8) B.S. in Advertising, (9) 0, (10) 0,

(7-8) Master of Arts in Mass Communication, (9) 0, (10) 0,

(7-8) Ph.D. in Mass Communication, (9) 0, (10) 0,

(7-8) B.S. in Public Relations, (9) 0, (10) 0,

(11) AD-F: 11, AD-P: 5, PR-F: 10, PR-P: 6, (12) AD: 0, PR: 0, (13)

AAF, PRSSA, (14) PATH: Professional Advising and Teaching Hub,

(352) 392 - 1124, FAX (352) 846 - 2484, <[advising@jou.ufl.edu](mailto:advising@jou.ufl.edu)>

## **UNIVERSITY OF MIAMI**

Department of Strategic Communication

School of Communication

5100 Brunson Drive

Coral Gables, FL 33146

(1) None (2) A, L, C, OC (3) R: NR: G: (4) (5) R: , NR: (6) R: 7, B: 3, R&B: 31

(7-8) New Degree, (9) 0, (10) 0,

(11) AD-F: 8, AD-P: 9, PR-F: 7, PR-P: 4, (12) AD: 0, PR: 0, (13) AAF,

PRSSA, (14) Alyse Lancaster, (305) 284 - 4544, FAX (305) 284 - 5216,

<[alancaster@miami.edu](mailto:alancaster@miami.edu)>

## **UNIVERSITY OF SOUTH FLORIDA**

CIS 140

4202 E. Fowler Ave.

Tampa, FL 33620-7800

School of Mass Communications

(1) None (2) A, L, C, OC (3) R: NR: G: (4) 2.75, 30 credits, (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(7-8) Mass Communications, (9) 0, (10) 0,

(11) AD-F: 5, AD-P: 2, PR-F: 5, PR-P: 3, (12) AD: 15, PR: 7, (13)

AAF, PRSSA, (14) Kelli Burns, (813) 974 - 6799, FAX (305) 284 -

5216, <[kburns@usf.edu](mailto:kburns@usf.edu)>

## **UNIVERSITY OF WEST FLORIDA**

11000 University Pkwy, Bldg. 39

Pensacola, FL 32514

Department of Communication Arts

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(7-8) New degree, (9) 0, (10) 0,

(7-8) New degree, (9) 0, (10) 0,

(11) AD-F: 2, AD-P: 5, PR-F: 3, PR-P: 3, (12) AD: , PR: , (13) (14)

Ying Huang, (941) 359 - 7549, FAX (941) 359 - 7669,

<[kwise@uwf.edu](mailto:kwise@uwf.edu)>

## **GEORGIA**

### **BERRY COLLEGE**

Department of Communication

49299 Berry College

Mt. Berry, GA 30149

(1) None (2) L, C, (3) R: NR: G: (4) None, (5) R: , NR: (6) R: 7, B: 4, R&B: 12

(11) AD-F: , AD-P: , PR-F: 1, PR-P: 1, (12) AD: 0, PR: 0, (13) PRSSA, (14) Bob Frank, (706) 233 - 4073, FAX (706) 802 - 6738,

<bfrank@berry.edu>

## **GEORGIA COLLEGE**

Department of Mass Communication

Georgia College

Campus Box 32

Milledgeville, GA 31061

(1) None (2) L, C, OC (3) R: NR: G: (4) N/A, N/A, (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(7-8) BA Mass Communication, (9) 68, (10) 401,

(11) AD-F: 3, AD-P: 0, PR-F: 2, PR-P: 0, (12) AD: 0, PR: 0, (13)

PRSSA, (14) Mary Jean Land, (478) 445 - 8260, FAX (478) 445 - 2364,

<maryjean.land@gcsu.edu>

## **GEORGIA SOUTHERN UNIVERSITY**

Communication Arts Department

P.O. Box 8091

Statesboro, GA 30460

(1) ACEJMC, (2) L, C, OC (3) R: ACT, SAT, NR: ACT, SAT, G: (4) (5) R: , NR: (6) R: 3, B: 0, R&B: 0

(7-8) B.S. Public Relations, (9) 85, (10) 350,

(7-8) New Degree, (9) 0, (10) 0,

(11) AD-F: 0, AD-P: 0, PR-F: 4, PR-P: 2, (12) AD: 0, PR: 5, (13)

PRSSA, (14) Pamela Bourland-Davis, (912) 478 - 5138, FAX (912) 478 - 0822, <commarts@georgiasouthern.edu>

## **UNIVERSITY OF GEORGIA**

Grady College

120 Hooper Street

Athens, GA 30602-3018

Advertising and Public Relations

(1) ACEJMC, (2) A, L, C, OC (3) R: Entrance requirement see web site

NR: Entrance requirement see web site G: Entrance requirement see

web site (4) N/A, (5) R: , NR: (6) R: 5494, B: 3956, R&B: 0

(7-8) Advertising major, (9) 164, (10) 422,

(7-8) Public Relations major, (9) 114, (10) 366,

(7-8) MA in Advertising, (9) 8, (10) 15,

(7-8) MA in Public Relations, (9) 20, (10) 19,

(7-8) PhD in Advertising, (9) 1, (10) 9,

(7-8) PhD in Public Relations, (9) 4, (10) 10,

(11) AD-F: 15, AD-P: 4, PR-F: 11, PR-P: 4, (12) AD: 140, PR: 140,

(13) AAF, IABC PRSSA, NABJ (14) Donna LeBlond, (706) 542 -

4791, FAX (706) 542 - 2183, <dleblond@uga.edu>

## **HAWAII**

### **HAWAII PACIFIC UNIVERSITY**

Hawaii Pacific University

1166 Fort Street Mall, Suite 200

Honolulu, HI 96813

## Mass Communication

(1) None(2) (3) R: NR: G: (4) (5) R: , NR: (6) R: , B: , R&B:

(11) AD-F: 3, AD-P: 3, PR-F: 3, PR-P: 3, (12) AD: , PR: , (13) (14) Dr. John Barnum, Mass Com Chair, (912) 478 - 5138, FAX (912) 478 - 0822, <jbarnum@hpu.edu>

## IDAHO

### UNIVERSITY OF IDAHO

School of Journalism and Mass Media

Administration Building 347

875 Perimeter Drive MS 3178

Moscow, ID 83844-3178

(1) ACEJMC, (2) L, C, (3) R: NR: G: (4) 2.5, Freshman, (5) R: , NR: (6) R: 4250, B: 1360, R&B: 5610

(11) AD-F: 2, AD-P: 0, PR-F: 1, PR-P: 1, (12) AD: 10, PR: 10, (13) AAF, (14) Patricia Hart, (208) 885 - 6458, FAX (208) 885 - 6450, <jamm@uidaho.edu>

## ILLINOIS

### COLUMBIA COLLEGE CHICAGO

600 S. Michigan Ave

Chicago, IL 60605

Department of Marketing Communication

(1) None (2) L, C, (3) R: ACT scores are accepted to assess which math, writing and reading courses students should register for. Otherwise they can take College's free COMPASS test. NR: SAT scores are accepted to assess which math, writing and reading courses students should register for. Otherwise they can take College's free COMPASS test. G: Strongly recommended, not required. GRE GMAT welcome but not required (4) N/A, N/A, (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(11) AD-F: 11, AD-P: 20, PR-F: 2, PR-P: 20, (12) AD: 1, PR: 1, (13) AAF, PRSSA, (14) Margot Wallace, (312) 369 - 7758, FAX (312) 369 - 8065, <mwallace@colum.edu>

### DEPAUL UNIVERSITY

College of Communication

1 E Jackson Blvd.

Chicago, IL 60604

Public Relations and Advertising Track, College of Communication

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(7-8) Public Relations and Advertising, (9) 0, (10) 0,

(7-8) Public Relations and Advertising, (9) 0, (10) 0,

(11) AD-F: 8, AD-P: 10, PR-F: 7, PR-P: 10, (12) AD: , PR: , (13) (14) Dr. Shu-Chuan (Kelly) Chu, (312) 362 - 7929, FAX (217) 333 - 9882, <communication@depaul.edu>

### LOYOLA UNIVERSITY CHICAGO

Chicago, IL

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: , B: , R&B:

(11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) (14) Nicole Scalamera, (312) 362 - 7929, FAX (217) 333 - 9882, <Nscalamera@luc.edu>

## **NORTHWESTERN UNIVERSITY**

1845 Sheridan Road

Fisk Hall

Evanston, IL 60208

Integrated Marketing Communications

(1) None(2) (3) R: NR: G: (4) N/A, (5) R: , NR: (6) R: 0, B: 0, R&B: 0  
(7-8) MS in Integrated Marketing Communications, (9) 0, (10) 130,  
(7-8) MS in Integrated Marketing Communications, (9) 0, (10) 35,  
(7-8) MS in Integrated Marketing Communications, (9) 0, (10) 85,  
(11) AD-F: 0, AD-P: 0, PR-F: 0, PR-P: 0, (12) AD: , PR: , (13) (14)  
Rebecca Slater, (847) 491 - 5891, FAX (217) 333 - 9882,  
<rebecca.slater@northwestern.edu>

## **ROOSEVELT UNIVERSITY**

Roosevelt University

Department of Communication

Gage 505

430 South Michigan Ave

Chicago, IL 60605

(1) None (2) A, L, C, (3) R: ACT, ACT or SAT NR: ACT, ACT or SAT  
G: (4) N/A, (5) R: , NR: (6) R: 0, B: 0, R&B: 12500  
(7-8) New Degree, (9) 0, (10) 0,  
(11) AD-F: 4, AD-P: 6, PR-F: 2, PR-P: 4, (12) AD: 0, PR: 0, (13)  
PRSSA, (14) Marian Azzaro, (312) 281 - 3239, FAX (312) 281 - 3231,  
<mazzaro@roosevelt.edu>

## **SOUTHERN ILLINOIS UNIVERSITY**

Carbondale, IL

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: , B: , R&B:

(11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) (14)

Katherine frith, (312) 362 - 7929, FAX (217) 333 - 9882,

<Kfrith@siu.edu>

## **UNIVERSITY OF ILLINOIS, URBANA-CHAMPAIGN**

119 Greg Hall

810 S. Wright St.

Urbana, IL 61801

Charles H. Sandage Department of Advertising

(1) ACEJMC, (2) A, L, C, (3) R: mid 50% ACT 27-32; HSPR 84-97;  
average ACT was 29.9; 2 essay, full file review NR: mid 50% ACT 27-  
32; HSPR 84-97; average ACT was 29.9; 2 essay, full file review G:  
<http://grad.illinois.edu> (4) Freshman, (5) R: , NR: (6) R: 0, B: 0, R&B:  
10

(11) AD-F: 9, AD-P: 4, PR-F: 1, PR-P: 1, (12) AD: 19, PR: 0, (13)  
AAF, PRSSA, (14) Rhiannon Clifton, (217) 333 - 1602, FAX (217) 333  
- 9882, <addept@illinois.edu>

## **INDIANA**

### **BALL STATE UNIVERSITY**

Ball State University

Muncie, IN 47306

Department of Journalism - Advertising and Public Relations Sequences

(1) ACEJMC, (2) A, C, (3) R: NR: G: (4) N/A, Freshman, (5) R: , NR:

(6) R: 8715, B: 0, R&B: 8340

(11) AD-F: 3, AD-P: 1, PR-F: 4, PR-P: 2, (12) AD: 3, PR: 4, (13) AAF,  
PRSSA, (14) Michael Hanley, (765) 285 - 8213, FAX (765) 285 - 7997,

<mhanley@bsu.edu>

## **INDIANA UNIVERSITY-NORTHWEST**

Gary, IN

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: , B: , R&B:

(11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) (14) Bonita D. Neff, (765) 494 - 3333, FAX (765) 496 - 1394, <bdneff@iun.edu>

## **INDIANA UNIVERSITY-SOUTHEAST**

New Albany, IN

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(11) AD-F: 2, AD-P: 1, PR-F: , PR-P: , (12) AD: , PR: , (13) (14) Tae Hyun Baek, (765) 494 - 3333, FAX (765) 496 - 1394, <tbaek@ius.edu>

## **PURDUE UNIVERSITY**

Brian Lamb School of Communication

BRNG 2114

100 N. University

West Lafayette, IN 47907

Brian Lamb School of Communication

(1) None (2) A, L, C, OC (3) R: These are means for all admitted students; there are no official minimums, and no breakdown by type of student. NR: G: GRE, (4) 3.0, N/A, (5) R: , NR: (6) R: 0, B: 0, R&B: 10 (7-8) B.A. in Public Relations and Strategic Communication, (9) 0, (10) 0,

(7-8) M.A. in Public Relations, (9) 0, (10) 0,

(7-8) Ph.D. in Public Relations, (9) 0, (10) 0,

(11) AD-F: 1, AD-P: 1, PR-F: 4, PR-P: 2, (12) AD: 0, PR: 16, (13)

AAF, PRSSA, (14) Josh Boyd, (765) 494 - 3333, FAX (765) 496 - 1394, <boyd@purdue.edu>

## **UNIVERSITY OF SOUTHERN INDIANA**

University of Southern Indiana

Communications Department

8600 University Boulevard

Evansville, IN 47712

(1) None(2) C, OC (3) R: NR: G: (4) (5) R: , NR: (6) R: 4364, B: 3912, R&B: 7680

(11) AD-F: 3, AD-P: 3, PR-F: 2, PR-P: 2, (12) AD: 2, PR: 2, (13) AAF, PRSSA, (14) Erin Gilles, Ph.D., (812) 465 - 1608, FAX (812) 465 - 7152, <eegilles@usi.edu>

## **IOWA**

### **DRAKE UNIVERSITY**

Drake University School of Journalism and Mass Communication

Meredith Hall, Rm 113

2805 University Avenue

Des Moines, IA 50311

(1) ACEJMC, (2) L, C, (3) R: Either ACT or SAT NR: Either ACT or SAT G: MCL program requires professional work experience prior to commencing the program of study. Contact the department directly. (4) 2.0, N/A, (5) R: , NR: (6) R: 4770, B: 4230, R&B: 0

(11) AD-F: 2, AD-P: 0, PR-F: 3, PR-P: 0, (12) AD: 100, PR: 100, (13) AAF, IABC PRSSA, (14) Dorothy Pisarski, (515) 271 - 1857, FAX (515) 271 - 2798, <dorothy.pisarski@drake.edu>

## **IOWA STATE UNIVERSITY**

Greenlee School of Journalism and Communication

Iowa State University

101 Hamilton Hall

Ames, IA 50011-1180

(1) ACEJMC, (2) A, L, C, OC (3) R: ACT, see Iowa Regents

Admissions Index NR: ACT, see Iowa Regents Admission Index G: see

<http://www.greenlee.iastate.edu/graduate/prospective-students> (4) , N/A,

(5) R: , NR: (6) R: 4221, B: 3500, R&B: 7721

(7-8) BA, Advertising, (9) 50, (10) 245,

(7-8) BS, Public Relations, (9) 10, (10) 175,

(11) AD-F: 5, AD-P: 2, PR-F: 4, PR-P: 3, (12) AD: 10, PR: 10, (13)

PRSSA, (14) Jay Newell, PhD, (515) 294 - 4342, FAX (515) 294 -

5108, <[greenlee@iastate.edu](mailto:greenlee@iastate.edu)>

## **UNIVERSITY OF NORTHERN IOWA**

Cedar Falls, IA

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(7-8) New Degree, (9) 0, (10) 0,

(11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) (14)

Christopher R. Martin, (765) 494 - 3333, FAX (765) 496 - 1394,

<[martinc@uni.edu](mailto:martinc@uni.edu)>

## **KANSAS**

### **FORT HAYS STATE UNIVERSITY**

Fort Hays State University

Department of Communication Studies

600 Park Street

Hays, KS 67601

(1) None (2) A, L, C, (3) R: Admission calculated based on factors including class rank and GPA and ACT score NR: Admission calculated based on factors including class rank and GPA and ACT score G: (4)

N/A, (5) R: , NR: (6) R: 3738.5, B: 3738.5, R&B: 0

(7-8) BA in Communication, (9) 14, (10) 70,

(7-8) General Communication, (9) N/A, (10) 24,

(7-8) Organizational Communication, (9) N/A, (10) 10,

(7-8) Advertising and Public Relations, (9) N/A, (10) 30,

(7-8) Master of Science in Communication, (9) N/A, (10) 22,

(7-8) Organizational Communication, (9) N/A, (10) 10,

(7-8) Communication, (9) N/A, (10) 10,

(11) AD-F: 2, AD-P: 3, PR-F: 2, PR-P: 3, (12) AD: 1, PR: 1, (13) (14)

Dr. Scott J. Robson, (785) 628 - 5365, FAX (785) 628 - 4075,

<[sjrobson@fhsu.edu](mailto:sjrobson@fhsu.edu)>

### **KANSAS STATE UNIVERSITY**

A.Q. Miller School of Journalism and Mass Communications

Kansas State University

105 Kedzie Hall

Manhattan, KS 66506-1501

(1) ACEJMC, (2) A, L, C, OC (3) R: ACT, SAT, NR: ACT, SAT, G: (4) 2.50, 30 hrs, (5) R: , NR: (6) R: 7, B: 7, R&B: 0

(7-8) New Degree, (9) 0, (10) 0,

(11) AD-F: 5, AD-P: 1, PR-F: 3, PR-P: 1, (12) AD: 25, PR: 40, (13)

AAF, PRSSA, (14) Birgit Wassmuth, Ph.D. , (785) 532 - 6890, FAX

(785) 532 - 5484, <[wassmuth@k-state.edu](mailto:wassmuth@k-state.edu)>

## **UNIVERSITY OF KANSAS**

Stauffer-Flint Hall

1435 Jayhawk Boulevard

Lawrence, KS 66045

William Allen White School of Journalism and Mass Communications

(1) ACEJMC, (2) (3) R: NR: G: (4) 3.0, In-coming Freshman, (5) R: ,  
NR: (6) R: 0, B: 0, R&B: 0

(11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) PRSSA, (14)  
Ashley Anguiano, (785) 864 - 4768, FAX (785) 864 - 5318,  
<aanguiano@ku.edu>

## **WASHBURN UNIVERSITY**

Mass Media Department

Henderson Learning Resource Center

Room 316

1700 SW College Avenue, Topeka, KS

Topeka, KS 66621

(1) None(2) L, C, (3) R: NR: G: (4) N/A, (5) R: , NR: (6) R: 0, B: 0,  
R&B: 0

(7-8) Bachelor's Degree in Mass Media, (9) 35, (10) 160,

(7-8) Public Relations, (9) N/A, (10) 0,

(7-8) Advertising, (9) 0, (10) 0,

(7-8) Contemporary Journalism, (9) 0, (10) 0,

(7-8) Film & Video, (9) 0, (10) 0,

(11) AD-F: 1, AD-P: 3, PR-F: 3, PR-P: 3, (12) AD: 7, PR: 7, (13) (14)

Dr. Kathy Menzie, (785) 670 - 1836, FAX (785) 670 - 1234,

<massmedia@washburn.edu>

## **WICHITA STATE UNIVERSITY**

1845 Fairmount St.

Wichita, KS 67260-0031

Elliott School of Communication

(1) None(2) (3) R: NR: G: (4) (5) R: , NR: (6) R: , B: , R&B:

(11) AD-F: 2, AD-P: 0, PR-F: 1, PR-P: 0, (12) AD: , PR: , (13) (14) Eric  
Wilson, (316) 978 - 6059, FAX (785) 532 - 5484,

<eric.wilson@wichita.edu>

## **KENTUCKY**

### **EASTERN KENTUCKY UNIVERSITY**

317 Combs

541 Lancaster Avenue

Richmond, KY 40475

Communication Department

(1) None(2) L, C, OC (3) R: NR: ACT, SAT, NR upper HS class or 21  
ACT or 990 SAT G: (4) N/A, (5) R: , NR: (6) R: 8360, B: 0, R&B: 7

(7-8) Public Relations, (9) 30, (10) 126,

(7-8) Public Relations , (9) 0, (10) 10,

(7-8) Advertising , (9) 0, (10) 1,

(11) AD-F: 4, AD-P: 0, PR-F: 4, PR-P: 4, (12) AD: 1, PR: 11, (13)

PRSSA, (14) Dr. Jim Gleason, APR, (859) 622 - 1886, FAX (859) 622 -  
8214, <jim.gleason@eku.edu>

### **MURRAY STATE UNIVERSITY**

Department of Journalism and Mass Communications

Murray State University

114 Wilson Hall

Murray, KY 42071-3311

(1) ACEJMC, (2) A, L, C, OC (3) R: 18 on ACT or 870 on SAT; Upper half of senior class or 3.0 GPA NR: 18 on ACT or 870 on SAT; Upper half of senior class or 3.0 GPA G: (4) Freshman, (5) R: , NR: (6) R: 6006, B: 3402, R&B: 0

(7-8) BA, BS with an advertising major, (9) 15, (10) 46,

(7-8) BA, BS with a public relations major, (9) 30, (10) 132,

(7-8) MA, MS in mass communication, (9) 13, (10) 30,

(11) AD-F: 3, AD-P: 1, PR-F: 3, PR-P: 1, (12) AD: 10, PR: 10, (13)

AAF, PRSSA, (14) Gill Welsch, (270) 809 - 3173, FAX (270) 809 - 2390, <fwelsch@murraystate.edu>

## UNIVERSITY OF KENTUCKY

Department of Integrated Strategic Communication

University of Kentucky

118 Grehan Building

Lexington, KY 40506-0042

Department of Integrated Strategic Communication

(1) None(2) L, C, OC (3) R: ACT, NR: ACT, G: (4) Pre-major status upo, (5) R: , NR: (6) R: 8000, B: 3000, R&B: 0

(7-8) Integrated Strategic Communication, (9) 175, (10) 641,

(11) AD-F: 7, AD-P: 0, PR-F: 6, PR-P: 0, (12) AD: 10, PR: 2, (13)

AAF, PRSSA, (14) agrumbein, (859) 257 - 1730, FAX (859) 323 - 3168, <agrumbein@uky.edu>

## LOUISIANA

### LOUISIANA STATE UNIVERSITY

Manship School of Mass Communication

Journalism Building

211 Journalism Bldg

Baton Rouge, LA 70803

(1) ACEJMC, (2) L, C, (3) R: Admission to the Manship School is highly selective and includes an application process. Current LSU students are encouraged to apply in the semester in which they will complete the following criteria: 30 hours of college-level course work.

A grade of B or better in MC 2010 (Media Writing). NR: ACT 22; SAT 1030 G: (4) 3.0, (5) R: , NR: (6) R: 6350, B: 4, R&B: 10

(7-8) Bachelor of Arts, (9) 64, (10) 620,

(7-8) Master of Mass Communication, (9) 3, (10) 64,

(7-8) Ph. D., (9) 0, (10) 15,

(11) AD-F: 4, AD-P: 4, PR-F: 7, PR-P: 4, (12) AD: 0, PR: , (13) AAF, PRSSA, (14) Kell Palmer, (225) 578 - 7312, FAX (225) 578 - 2125,

<masscomm@lsu.edu>

### LOYOLA UNIVERSITY NEW ORLEANS

School of Mass Communication

Box 201

6363 St. Charles Ave.

New Orleans, LA 70118

(1) ACEJMC, (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: , B: , R&B:

(11) AD-F: 0, AD-P: 3, PR-F: 2, PR-P: 1, (12) AD: , PR: , (13) (14)

Cathy Rogers, Ph.D., (504) 865 - 3430, FAX (504) 865 - 2333,

<smc@loyno.edu>

## **UNIVERSITY OF LOUISIANA, LAFAYETTE**

P.O. Box 43650

Lafayette, LA 70504

Department of Communication

(1) ACEJMC, (2) A, (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(7-8) New Degree, (9) 0, (10) 0,

(11) AD-F: 4, AD-P: 1, PR-F: 4, PR-P: 4, (12) AD: 6, PR: 6, (13) AAF, PRSSA, NABJ (14) Dr. Lucian F. Dinu, (337) 482 - 6112, FAX (337) 482 - 6104, <dinu@louisiana.edu>

## **MAINE**

*No schools listed*

## **MARYLAND**

### **HOOD COLLEGE**

401 Rosemont Avenue

Frederick, MD 21701

Communication Arts Program

(1) None (2) (3) R: NR: G: (4) Junior, (5) R: , NR: (6) R: 5, B: 5, R&B: 44

(7-8) New Degree, (9) 0, (10) 0,

(11) AD-F: 0, AD-P: 0, PR-F: 0, PR-P: 1, (12) AD: 0, PR: 0, (13) PRSSA, (14) Donna Bertazzoni, (301) 696 - 3743, FAX (504) 865 - 2333, <Bertazzoni@Hood.edu>

### **MORGAN STATE UNIVERSITY**

School of Global Journalism & Communication

Morgan State University

1700 East Cold Spring Lane

Baltimore, MD 21251

Department of Strategic Communication

(1) None (2) A, L, C, OC (3) R: NR: G: Portfolio may be substituted for GRE scores. (4) 2.5, Sophomore, (5) R: , NR: (6) R: 3000, B: 2000, R&B: 0

(7-8) B.A. Strategic Communication, (9) 40, (10) 165,

(11) AD-F: 1, AD-P: 1, PR-F: 5, PR-P: 2, (12) AD: 0, PR: 0, (13) NABJ (14) Rod Carveth, (860) 770 - 9734, FAX (301) 314 - 9471, <Rod.Carveth@morgan.edu>

### **TOWSON UNIVERSITY**

Department of Mass Communication and Communication Studies

8000 York Road

Towson, MD 21252

Advertising and PR unit

(1) None(2) A, L, C, OC (3) R: SAT or ACT NR: G: (4) 3.0, Sophomore, (5) R: , NR: (6) R: 6, B: 4, R&B: 0

(7-8) Bachelor of Science, (9) 292, (10) 823,

(7-8) Master of Science in Communication Management, (9) 0, (10) 30,

(11) AD-F: 5, AD-P: 3, PR-F: 4, PR-P: 3, (12) AD: 10, PR: 10, (13) AAF, PRSSA, (14) Mary Hickey, Program Management Specialist, (410) 704 - 3431, FAX (410) 704 - 3656, <mhickey@towson.edu>

## **UNIVERSITY OF MARYLAND, COLLEGE PARK**

Department of Communication

University of Maryland

2130 Skinner Bldg

College Park, MD 20742-7635

(1) None (2) A, L, C, OC (3) R: SAT, NR: SAT, G: GRE's required (4) 2.7, (5) R: , NR: (6) R: 0, B: 4, R&B: 10

(11) AD-F: 0, AD-P: 0, PR-F: 6, PR-P: 0, (12) AD: 0, PR: 0, (13) PRSSA, (14) Elizabeth Toth, (301) 405 - 8077, FAX (301) 314 - 9471, <eltoth@umd.edu>

## **MASSACHUSETTS**

### **BOSTON UNIVERSITY**

640 Commonwealth Ave

Boston, MA 02215

Department of Mass Communication, Advertising, & Public Relations

(1) None (2) A, L, C, (3) R: NR: G: (4) N/A, (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(7-8) New Degree, (9) 0, (10) 0,

(11) AD-F: 7, AD-P: 7, PR-F: 7, PR-P: 9, (12) AD: 0, PR: 0, (13)

PRSSA, (14) Mary-Ellen Oberhauser, (671) 353 - 3482, FAX (617) 353 - 1087, <meober@bu.edu>

### **SUFFOLK UNIVERSITY**

Department of Communication and Journalism

Suffolk University

41 Temple Street

Boston, MA 02114

(1) None(2) (3) R: Suffolk looks at a range of factors in its admission process NR: Suffolk looks at a range of factors in its admission process G: Suffolk looks at a range of factors in its admission process (4) , (5)

R: , NR: (6) R: 0, B: 0, R&B: 12

(7-8) New Degree, (9) 0, (10) 0,

(11) AD-F: 4, AD-P: 4, PR-F: 5, PR-P: 6, (12) AD: , PR: , (13) (14)

Robert Rosenthal, Ph.D., (617) 573 - 8236, FAX (617) 742 - 6982, <rrosenthal@suffolk.edu>

## **MICHIGAN**

### **CENTRAL MICHIGAN UNIVERSITY**

Moore Hall 454

Mount Pleasant, MI 48859

Department of Journalism

(1) ACEJMC, (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(7-8) Advertising Major, B.A., B.S., (9) 0, (10) 125,

(7-8) Public Relations Concentration, Journalism Major, , (9) 0, (10) 30,

(7-8) Integrative Public Relations, B.A.A., (9) 0, (10) 200,

(11) AD-F: 1, AD-P: 2, PR-F: 2, PR-P: 0, (12) AD: , PR: , (13) AAF,

PRSSA, (14) Johnny V. Sparks, Ph.D., (989) 774 - 1340, FAX (269) 387 - 6225, <spark3j@cmich.edu>

### **EASTERN MICHIGAN UNIVERSITY**

Eastern Michigan University

Department of English Language and Literature

603H Pray Harrold

Ypsilanti, MI 48197

(1) None(2) L, C, OC (3) R: NR: G: (4) 2.8, N/A, (5) R: , NR: (6) R: 4333, B: 4333, R&B: 0  
(7-8) Bachelor's Degree, (9) 30, (10) 120,  
(11) AD-F: 0, AD-P: 0, PR-F: 3, PR-P: 0, (12) AD: 0, PR: 5, (13) PRSSA, (14) Lolita Cummings Carson, APR, (734) 487 - 0952, FAX (734) 483 - 9744, <lcummin2@emich.edu>

## **FERRIS STATE UNIVERSITY**

College of Business  
COB 320  
119 South Street  
Big Rapids, MI

(1) ACBSP (2) L, C, OC (3) R: ACT, ACT or SAT NR: ACT, ACT or SAT G: (4) 2.5, (5) R: , NR: (6) R: 0, B: 0, R&B: 9000  
(11) AD-F: 3, AD-P: 0, PR-F: 1, PR-P: 2, (12) AD: , PR: , (13) PRSSA, (14) Dr. Patrick Bishop, (231) 591 - 3151, FAX (269) 387 - 6225, <patrickbishop@ferris.edu>

## **GRAND VALLEY STATE UNIVERSITY**

School of Communications  
290 Lake Superior Hall  
1 Campus Drive  
Allendale, MI 49456

(1) None (2) L, C, OC (3) R: GPA, SAT, ACT considered but no specific requirement NR: GPA, SAT, ACT considered but no specific requirement. G: M.S. in Communications. Resume, personal statement, two recommendations required. (4) 2.0, (5) R: , NR: (6) R: 0, B: 0, R&B: 8200  
(11) AD-F: 4, AD-P: 3, PR-F: 3, PR-P: 3, (12) AD: 1, PR: 1, (13) AAF, PRSSA, (14) Dr. Tim Penning, (616) 331 - 3668, FAX (616) 331 - 2700, <penningt@gvsu.edu>

## **MICHIGAN STATE UNIVERSITY**

Department of Advertising + Public Relations  
College of Communication Arts & Sciences  
Michigan State University  
404 Wilson Rd., Room 309  
East Lansing, MI 48824

Department of Advertising + Public Relations  
(1) ACEJMC, AACSB, ACBSP (2) A, L, C, (3) R: In-state students must have a minimum 3.1 high school GPA and earn at least a 21 on the ACT. In-state students are not required to take the SAT. NR: Out-of-state students must complete the ACT and the SAT, for minimum scores of 24 and 1170, respectively. G: GRE, Graduate students must take the GRE in order to apply. (4) 2.0, Junior, (5) R: , NR: (6) R: 4787, B: 4737, R&B: 9  
(7-8) Bachelor of Arts in Advertising, (9) 626, (10) 1256,  
(7-8) Minor in Public Relations, (9) 75, (10) 125,  
(7-8) Master of Arts in Advertising, (9) 13, (10) 30,  
(7-8) Master of Arts in Public Relations, (9) 20, (10) 34,  
(7-8) Ph.D in Media & Information Studies, (9) 2, (10) 28,  
(11) AD-F: 10, AD-P: 17, PR-F: 8, PR-P: 12, (12) AD: 17, PR: 14, (13) AAF, BMA, IABC PRSSA, AWC, NABJ (14) Amber Wise, (517) 432 - 5672, FAX (517) 432 - 5671, <adprhelp@msu.edu>

## **NORTHERN MICHIGAN UNIVERSITY**

Communication & Performance Studies

1401 Presque Isle

Marquette, MI 49855

(1) None(2) L, C, OC (3) R: Probationary admission NR: Probationary admission G: (4) 2.5, Freshman, (5) R: , NR: (6) R: 4572, B: 4498, R&B: 8600

(7-8) BA in Public Relations, (9) 1, (10) 4,

(7-8) BS in Public Relations, (9) 17, (10) 51,

(11) AD-F: 0, AD-P: 0, PR-F: 2, PR-P: 3, (12) AD: 0, PR: 0, (13)

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

<jcantril@nmu.edu>

## **WESTERN MICHIGAN UNIVERSITY**

Marketing Department, MS #5430

Haworth College of Business

Western Michigan University

1903 W. Michigan Ave.

Kalamazoo, MI 49008-5430

(1) AACSB, (2) L, C, OC (3) R: The average WMU freshman has a 3.3 cumulative high school GPA on a 4-point scale and a 22 ACT composite score; either ACT or SAT is accepted NR: The average WMU freshman has a 3.3 cumulative high school GPA on a 4-point scale and a 22 ACT composite score; either ACT or SAT is accepted G: (4) 2.5, Junior, (5) R: , NR: (6) R: 4765, B: 4246, R&B: 8

(7-8) Bachelor of Business Administration (ADV Major), (9) 26, (10) 156,

(11) AD-F: 3, AD-P: 1, PR-F: 0, PR-P: 0, (12) AD: 6, PR: 0, (13) AAF,

(14) Dr. Karen M. Lancendorfer, (269) 387 - 5996, FAX (269) 387 - 6225, <karen.lancendorfer@wmich.edu>

## **MINNESOTA**

### **MINNESOTA STATE UNIVERSITY MOORHEAD**

260 MacLean Hall

1104 Seventh Avenue South

Moorhead, MN 56563

School of Communication & Journalism

(1) AACSB, (2) L, C, OC (3) R: Additional comments here Admission also possible through special review. NR: Additional comments here Admission also possible through special review. G: (4) (5) R: , NR: (6) R: 4600, B: 3000, R&B:

(7-8) Advertising, (9) 30, (10) 45,

(7-8) Integrated Ad 7 PR, (9) 20, (10) 40,

(7-8) Public Relations, (9) 15, (10) 40,

(11) AD-F: 2, AD-P: 2, PR-F: 1, PR-P: 2, (12) AD: 5, PR: 5, (13) (14)

Wendy Olgard, (218) 477 - 4036, FAX (612) 626 - 8251,

<hansonc@mnstate.edu>

### **ST CLOUD STATE UNIVERSITY**

St. Cloud, MN

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) (14) Dale Zacher, (507) 457 - 5474, FAX (612) 626 - 8251,

<dzacher@stcloudstate.edu>

### **UNIVERSITY OF MINNESOTA - TWIN CITIES**

111 Murphy Hall

206 Church Street S.E.

Minneapolis, MN 55455

School of Journalism and Mass Communication

(1) ACEJMC, (2) L, C, OC (3) R: ACT, SAT, NR: ACT, SAT, G: (4)

3.0, N/A, (5) R: , NR: (6) R: 0, B: 0, R&B: 11748

(7-8) Journalism, (9) 300, (10) 835,

(7-8) Mass Communication, (9) 10, (10) 100,

(11) AD-F: 4, AD-P: 8, PR-F: 6, PR-P: 7, (12) AD: 13, PR: 13, (13)

PRSSA, (14) Rebecca Rassier, (612) 625 - 0120, FAX (612) 626 - 8251,

<sjmcugs@umn.edu>

## **WINONA STATE UNIVERSITY**

175 Mark Street

Winona, MN 55987

Department of Mass Communication

(1) None(2) L, C, OC (3) R: ACT, NR: ACT, G: (4) , (5) R: , NR: (6) R:

5700, B: 2100, R&B: 0

(7-8) Bachelor of Arts, (9) 0, (10) 200,

(11) AD-F: 2, AD-P: 1, PR-F: 2, PR-P: 1, (12) AD: 2, PR: 2, (13) AAF,

PRSSA, (14) Sheila Rinn, (507) 457 - 5474, FAX (612) 626 - 8251,

<srinn@winona.edu>

## **MISSISSIPPI**

### **UNIVERSITY OF SOUTHERN MISSISSIPPI**

118 College Dr. #5121

Hattiesburg, MS 39406

School of Mass Communication and Journalism

(1) ACEJMC, (2) A, L, C, (3) R: With lower ACT/SAT score, higher

GPA (2.5+) required NR: With lower ACT/SAT score, higher GPA

(2.5+) required G: GRE, 2.75+ GPA considered for conditional

admission (4) (5) R: , NR: (6) R: 3980, B: 3400, R&B: 0

(7-8) Advertising, (9) N/A, (10) 27,

(7-8) Journalism: Public Relations, (9) N/A, (10) 90,

(7-8) Public Relations MS, (9) N/A, (10) 7,

(7-8) Mass Communication MA & MS, (9) N/A, (10) 6,

(11) AD-F: 2, AD-P: 1, PR-F: 3, PR-P: 1, (12) AD: 4, PR: 9, (13) AAF,

PRSSA, (14) Fei Xue, (601) 266 - 5652, FAX (601) 266 - 6473,

<fei.xue@usm.edu>

## **MISSOURI**

### **MISSOURI STATE UNIVERSITY**

Missouri State Marketing Dept.

Glass Hall 238

901 S. National

Springfield, MO 65897

Marketing

(1) None (2) A, L, C, OC (3) R:

<http://www.missouristate.edu/admissions/AdmissionRequirements.htm>

NR: same G: same (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 7428

(11) AD-F: 3, AD-P: 1, PR-F: , PR-P: , (12) AD: 5, PR: , (13) AAF,

IABC PRSSA, AWC, (14) Sherry Cook, (417) 836 - 5413, FAX (836)

446 - 6, <sherrycook@missouristate.edu>

### **SAINT LOUIS UNIVERSITY**

Saint Louis, MO

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) (14) Ilwoo Ju, (573) 651 - 2174, FAX (836) 446 - 6, <jui@slu.edu>

## **SOUTHEAST MISSOURI STATE UNIVERSITY**

Department of Mass Media

One University Plaza

Cape Girardeau, MO 63701

(1) ACEJMC, (2) L, C, OC (3) R: NR: G: (4) 2.5, Freshman, (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(7-8) B.S. in Mass Communication, (9) 100, (10) 440,

(11) AD-F: 2, AD-P: 2, PR-F: 2, PR-P: 0, (12) AD: 0, PR: 0, (13) AAF, PRSSA, NABJ (14) Dr. Karie Hollerbach, (573) 651 - 2174, FAX (836) 446 - 6, <khollerbach@semo.edu>

## **UNIVERSITY OF CENTRAL MISSOURI**

Department of Economics, Finance and Marketing

Public Relations Program

Dockery 200

Warrensburg, MO 64093

(1) None(2) A, L, C, OC (3) R: Æçâ, -Âça score of 21 or higher on the ACT and 2.0 GPA or 990 CR+M on the SAT and 2.0 GPA NR: same for all students G: (4) 2.33, N/A, (5) R: , NR: (6) R: 0, B: 1500, R&B: 10

(7-8) Public Relations, BS, (9) 30, (10) 130,

(7-8) Public Relations, (9) 0, (10) 20,

(11) AD-F: 0, AD-P: 0, PR-F: 4, PR-P: 2, (12) AD: 0, PR: 2, (13) AAF, IABC PRSSA, (14) Dr. Tricia Hansen-Horn, (660) 543 - 8635, FAX (601) 266 - 6473, <publicrelationsprogram@ucmo.edu>

## **MONTANA**

*No schools listed*

## **NEBRASKA**

### **CREIGHTON UNIVERSITY**

Admissions Office

2500 California Plaza

Omaha, NE 68178

Journalism, Media & Computing

(1) None (2) (3) R: Please contact the Admissions Office for entrance requirements NR: Please contact the Admissions Office for entrance requirements G: Please contact the Admissions Office for entrance requirements (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(11) AD-F: 2, AD-P: , PR-F: 2, PR-P: , (12) AD: 4, PR: 4, (13) (14) Dr. Eileen Wirth, (402) 280 - 3014, FAX (402) 280 - 1494, <emw@creighton.edu>

### **UNIVERSITY OF NEBRASKA, LINCOLN**

College of Journalism and Mass Communications

University of Nebraska-Lincoln

200 Centennial Mall North

Lincoln, NE 68588-0443

Advertising and Public Relations sequence

(1) ACEJMC, (2) A, L, C, OC (3) R: ACT or SAT or top half of high school class NR: ACT or SAT or top half of high school class G: GRE,

GRE required (4) 2.0, N/A, (5) R: , NR: (6) R: 10310, B: 0, R&B: 9  
(7-8) Advertising and Public Relations, (9) 61, (10) 687,  
(7-8) Integrated Media Communications, (9) N/A, (10) 30,  
(11) AD-F: 8, AD-P: 10, PR-F: 3, PR-P: 2, (12) AD: 40, PR: 40, (13)  
AAF, PRSSA, (14) Whitney Perry, (402) 472 - 0219, FAX (402) 554 -  
3836, <wperry2@unl.edu>

## **UNIVERSITY OF NEBRASKA, OMAHA**

School of Communication

ASH140

6001 Dodge St.

Omaha, NE 68182

(1) None (2) (3) R: ACT of 20 or SAT of 950 or top 50% of class NR:  
ACT of 20 or SAT of 950 or top 50% of class G: (4) 2.25, (5) R: , NR:  
(6) R: 6120, B: 0, R&B: 0

(7-8) New Degree, (9) 0, (10) 0,

(11) AD-F: 6, AD-P: 4, PR-F: 6, PR-P: 4, (12) AD: 3, PR: 3, (13) (14)

Prof. Hugh Reilly, (402) 554 - 3543, FAX (402) 554 - 3836,

<hreilly@unomaha.edu>

## **NEVADA**

### **UNIVERSITY OF NEVADA, RENO**

Reno, NV

Reynolds School of Journalism - All Things Media

(1) None(2) (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(7-8) New degree, (9) , (10) ,

(11) AD-F: 0, AD-P: 0, PR-F: 0, PR-P: 0, (12) AD: , PR: , (13) AAF,

PRSSA, (14) Bob Felten, (402) 472 - 0219, FAX (402) 554 - 3836,

<b8felten@unr.edu>

### **UNIVERSITY OF NEVADA, LAS VEGAS**

Las Vegas, NV

(1) None(2) (3) R: NR: G: (4) (5) R: , NR: (6) R: , B: , R&B:

(11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) (14) Olesya,

(402) 472 - 0219, FAX (402) 554 - 3836, <olesya.venger@unlv.edu>

## **NEW HAMPSHIRE**

*No schools listed*

## **NEW JERSEY**

### **ROWAN UNIVERSITY**

201 Mullica Hill Road

Glassboro, NJ 08028

Public Relations/Advertising

(1) None(2) L, C, (3) R: SAT, SATs 1050, upper 1/3 class NR: SAT,  
SATs 1050, upper 1/3 class G: (4) 2.0, freshman, (5) R: , NR: (6) R: 0,  
B: 0, R&B: 0

(11) AD-F: 6, AD-P: 2, PR-F: 6, PR-P: 5, (12) AD: 2, PR: 5, (13) AAF,

PRSSA, (14) Suzanne FitzGerald, (856) 256 - 4265, FAX (856) 256 -

4794, <sparks@rowan.edu>

## **RUTGERS UNIVERSITY**

Department of Marketing

Rutgers Business School

1 Washington Park

Newark and New Brunswick, NJ 07102

(1) AACSB, (2) A, L, C, OC (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) PRSSA, (14)

Geraldine Henderson, (973) 353 - 5627, FAX (856) 256 - 4794,

<geraldine.henderson@rutgers.edu>

## **NEW MEXICO**

*No schools listed*

## **NEW YORK**

### **ITHACA COLLEGE**

Roy H. Park School of Communications

953 Danby Road

Ithaca, NY 14850-7002

(1) AACSB, (2) L, C, OC (3) R: NR: G: (4) Freshmen, (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(11) AD-F: 2, AD-P: 2, PR-F: 2, PR-P: 2, (12) AD: 10, PR: 10, (13)

AAF, IABC PRSSA, NABJ (14) Scott R. Hamula, (607) 274 - 1034,

FAX (607) 274 - 7076, <shamula@ithaca.edu>

### **LONG ISLAND UNIVERSITY POST**

Media Arts Department-HUM 001

Long Island University Post

Northern Boulevard

Brookville, Long Island, NY

Public Relations Degree Program and PRSSA Chapter

(1) None (2) L, C, OC (3) R: SAT, 1000 combined reading/math min.

NR: SAT, 1000 combined reading/math min. G: (4) 2.75, (5) R: , NR:

(6) R: 3, B: 1, R&B: 0

(11) AD-F: , AD-P: , PR-F: 2, PR-P: 7, (12) AD: 0, PR: 2, (13) PRSSA,

(14) Abby Dress, APR, (516) 299 - 2382, FAX (516) 299 - 3327,

<abby.dress@liu.edu>

### **MANHATTAN COLLEGE**

Bronx, NY

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: , B: , R&B:

(11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) (14) Rebecca

Kern, (315) 443 - 2304, FAX (315) 443 - 5436,

<Rebecca.kern@manhattan.edu>

### **STATE UNIVERSITY OF NEW YORK, BUFFALO STATE**

Buffalo, NY

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: , B: , R&B:

(11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) (14) Ron

Smith, (315) 443 - 2304, FAX (315) 443 - 5436,

<smithrd@buffalostate.edu>

## **STATE UNIVERSITY OF NEW YORK, CORTLAND**

Cortland, NY

Communication Studies

(1) None(2) (3) R: NR: G: (4) (5) R: , NR: (6) R: , B: , R&B:

(11) AD-F: 1, AD-P: 2, PR-F: 2, PR-P: 1, (12) AD: , PR: , (13) (14)

Fang Yang, (315) 443 - 2304, FAX (315) 443 - 5436,

<fang.yang@cortland.edu>

## **SYRACUSE UNIVERSITY**

S.I. Newhouse School of Public Communications

215 University Place

Syracuse , NY 13244

Advertising Department

(1) ACEJMC, (2) A, L, C, (3) R: ACT, SAT, SAT II Not required NR:

ACT, SAT, SAT II Not required G: GRE (4) 3.8, Sophomore, (5) R: ,

NR: (6) R: 0, B: 0, R&B: 14

(7-8) B.S. in Advertising, (9) 0, (10) 294,

(7-8) Masters in Advertising, (9) 17, (10) 16,

(11) AD-F: 6, AD-P: 4, PR-F: 0, PR-P: 0, (12) AD: 0, PR: 0, (13) AAF,

(14) Karen Greenfield, (315) 443 - 2304, FAX (315) 443 - 5436,

<kegreenf@syr.edu>

## **NORTH CAROLINA**

### **ELON UNIVERSITY**

100 Main Street

Elon, NC 27244

School of Communications

(1) ACEJMC, AACSB, (2) L, C, (3) R: Average GPA: 3.2; Average  
SAT score: 1240-1250 NR: Average GPA: 3.2; Average SAT score:

1240-1250 G: GRE, (4) 2.5, N/A, (5) R: , NR: (6) R: 0, B: 0, R&B: 10

(7-8) Journalism, (9) 41, (10) 173,

(7-8) Strategic Communications, (9) 136, (10) 562,

(7-8) Cinema & Television Arts, (9) 0, (10) 114,

(7-8) Communications Design, (9) 0, (10) 27,

(7-8) Media Analytics, (9) 0, (10) 17,

(7-8) Sport & Event Management, (9) 42, (10) 191,

(7-8) M.A. in Interactive Media, (9) 38, (10) 32,

(7-8) Media Arts & Entertainment/Comm Science, (9) 64, (10) 117,

(11) AD-F: 0, AD-P: 0, PR-F: 12, PR-P: 1, (12) AD: 0, PR: 0, (13)

AAF, IABC PRSSA, (14) Jessica Gisclair, (336) 278 - 5722, FAX (336)

278 - 5724, <jgisclair@elon.edu>

### **UNIVERSITY OF NORTH CAROLINA, CHAPEL HILL**

Carroll Hall

CB3365

Chapel Hill, NC 27599

School of Media and Journalism

(1) ACEJMC, (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: , B: , R&B:

(7-8) New degree, (9) , (10) ,

(7-8) New degree, (9) , (10) ,

(11) AD-F: 7, AD-P: 7, PR-F: 7, PR-P: 5, (12) AD: , PR: , (13) (14)

Heidi Hennink-Kaminski, (919) 962 - 2555, FAX (919) 962 - 1260,

<h2kamins@unc.edu>

## NORTH DAKOTA

### UNIVERSITY OF NORTH DAKOTA

O'Kelly Hall Room 332  
221 Centennial Drive Stop 7169  
Grand Forks, ND 58202  
Communication

(1) None(2) A, L, C, (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B:  
(7-8) B.A. in Communication, (9) 54, (10) 380,  
(7-8) Ph.D. in Communication, (9) 0, (10) 0,  
(11) AD-F: 3, AD-P: 2, PR-F: 2, PR-P: 2, (12) AD: 0, PR: 0, (13) (14)  
Dr. Joonghwa Lee, (701) 777 - 2159, FAX (701) 777 - 2128,  
<und.comm@email.und.edu>

## OHIO

### KENT STATE UNIVERSITY

Franklin Hall Room 204  
550 Hilltop Dr  
Kent, OH 44242  
School of Journalism and Mass Communication

(1) ACEJMC, (2) L, C, OC (3) R: NR: G: (4) 2.7, Freshman, (5) R: ,  
NR: (6) R: 0, B: 0, R&B: 9  
(11) AD-F: 3, AD-P: 5, PR-F: 7, PR-P: 3, (12) AD: , PR: , (13) AAF,  
PRSSA, NABJ (14) Danielle Sarver Coombs, (330) 672 - 8876, FAX  
(330) 672 - 4064, <dcoombs@kent.edu>

### MIAMI UNIVERSITY (OHIO)

Dept. of Media, Journalism and Film  
156 Williams Hall  
350 S Oak St.  
Oxford, OH 45056  
Department of Media, Journalism, and Film

(1) None (2) L, C, OC (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0,  
R&B: 0  
(7-8) BA, (9) 100, (10) 450,  
(11) AD-F: 0, AD-P: 0, PR-F: 7, PR-P: 3, (12) AD: 0, PR: 4, (13) (14)  
Bill Brewer, APR, (513) 529 - 3548, FAX (701) 777 - 2128,  
<brewerwe@miamioh.edu>

### OHIO NORTHERN UNIVERSITY

Ohio Northern University  
Performing Arts Center 130  
525 South Main Street  
Ada, OH 45810  
Communication and Media Studies Department

(1) None (2) L, C, OC (3) R: NR: G: (4) (5) R: , NR: (6) R: 5490, B:  
5400, R&B: 0  
(7-8) Public Relations, (9) 15, (10) 30,  
(11) AD-F: 0, AD-P: 0, PR-F: 2, PR-P: 0, (12) AD: 0, PR: 0, (13)  
PRSSA, (14) Dr. Alisa Agozzino, (419) 772 - 1088, FAX (701) 777 -  
2128, <a-agozzino@onu.edu>

### OTTERBEIN UNIVERSITY

1 South Grove St.  
Westerville, Ohio 43081  
Department of Communication

33 Collegeview Rd.

Westerville, OH 43081

(1) ACEJMC, (2) L, C, OC (3) R: NR: G: (4) (5) R: , NR: (6) R: 5166, B: 4294, R&B: 0

(7-8) Communication Studies, (9) 0, (10) 30,

(7-8) Health Communication, (9) 0, (10) 15,

(7-8) Journalism and Media Communication, (9) 0, (10) 44,

(7-8) Public Relations, (9) 0, (10) 60,

(11) AD-F: 2, AD-P: 0, PR-F: 2, PR-P: 0, (12) AD: 0, PR: 0, (13)

PRSSA, (14) Diane Wootton, (614) 823 - 3380, FAX (614) 823 - 3367,

<dwootton@otterbein.edu>

## **UNIVERSITY OF AKRON**

Department of Marketing

College of Business Administration

259 South Broadway Street

Akron, OH 44325-7650

(1) AACSB, (2) L, C, (3) R: NR: G: (4) (5) R: , NR: (6) R: 9500, B: 4000, R&B:

(7-8) Integrated Marketing Communications, (9) 0, (10) 125,

(7-8) Marketing Management, (9) 0, (10) 300,

(7-8) Sales Management, (9) 0, (10) 100,

(7-8) International Business, (9) 0, (10) 85,

(11) AD-F: 16, AD-P: 6, PR-F: 0, PR-P: 0, (12) AD: 15, PR: 0, (13) (14)

Terry Daugherty, (330) 972 - 7650, FAX (330) 972 - 5798,

<Marketing.CBA@uakron.edu>

## **OKLAHOMA**

### **OKLAHOMA CITY UNIVERSITY**

Oklahoma City University

2501 N. Blackwelder Ave.

Oklahoma City, OK 73106

Mass Communications Department

(1) None (2) L, C, OC (3) R: ACT 22, SAT 1020 NR: ACT 22, SAT 1020 G: (4) N/A, (5) R: , NR: (6) R: 1895, B: 2005, R&B: 0

(11) AD-F: 2, AD-P: 0, PR-F: 2, PR-P: 0, (12) AD: 0, PR: 0, (13) AAF, AWC, (14) Dr. Matt Hamilton, (405) 208 - 5326, FAX (405) 208 -

5928, <mhamilton@okcu.edu>

### **OKLAHOMA STATE UNIVERSITY**

School of Media & Strategic Communications

Oklahoma State University

206 Paul Miller Building

Stillwater, OK 74078

(1) ACEJMC, (2) A, L, C, OC (3) R: ACT, SAT, NR: ACT, SAT, G:

Admission is competitive. GPA & test scores of admitted students vary slightly each year. (4) 2.5+, Sophomore, (5) R: , NR: (6) R: 700, B:

1300, R&B: 2000

(7-8) BA, Multimedia Journalism, (9) 0, (10) 0,

(7-8) BA, Strategic Communications, (9) 0, (10) 0,

(7-8) BA, Sports Media, (9) 0, (10) 0,

(7-8) BS, Strategic Communications, (9) 0, (10) 0,

(7-8) BS, Multimedia Journalism, (9) 0, (10) 0,

(7-8) BS, Sports Media, (9) 0, (10) 0,

(11) AD-F: 5, AD-P: 4, PR-F: 5, PR-P: 2, (12) AD: 6, PR: 6, (13) AAF, PRSSA, AWC, NABJ (14) Melissa Coldiron, (405) 744 - 6354, FAX

(405) 744 - 7104, <melissa.Coldiron@okstate.edu>

## **UNIVERSITY OF OKLAHOMA**

395 W. Lindsey

Norman, OK 73019-4201

Gaylord College of Journalism and Mass Communication

(1) ACEJMC, (2) A, L, C, OC (3) R: Undergraduates must pass JMC 1013 with a C or better and pass the LST. NR: Same as In-State G: GRE, A score of 150 on the verbal and analytical sections and a 4.5 on the analytical writing. (4) 2.75, Sophomore, (5) R: , NR: (6) R: 0, B: 0, R&B: 4

(7-8) Bachelor of Art in Journalism/Advertising, (9) 71, (10) 188,

(7-8) Bachelor of Art in Journalism/Public Relations, (9) 80, (10) 322,

(7-8) Master of Art in Strategic Communication, (9) 0, (10) 18,

(7-8) Ph.D. in Journalism and Mass Comm./Strategic Comm., (9) 0, (10) 6,

(11) AD-F: 6, AD-P: 3, PR-F: 6, PR-P: 3, (12) AD: 4, PR: 6, (13) AAF, PRSSA, NABJ (14) Kathy Sawyer, (405) 325 - 2721, FAX (405) 325 - 0987, <ksawyer@ou.edu>

## **OREGON**

### **LINFIELD COLLEGE**

900 SE Baker Street

McMinnville, OR 97128

Department of Mass Communication

(1) None (2) A, L, C, OC (3) R: Linfield has no minimum GPA, ACT or SAT scores requirement for admission. The fall 2015 class of first-year students featured the following academic averages (reported as mid-50 percent ranges): GPA: 3.316-3.891; SAT Reasoning: 960-1180 (Critical Reading and Math); ACT: 20-26. NR: Linfield has no minimum GPA, ACT or SAT scores requirement for admission. The fall 2015 class of first-year students featured the following academic averages (reported as mid-50 percent ranges): GPA: 3.316-3.891; SAT Reasoning: 960-1180 (Critical Reading and Math); ACT: 20-26. G: (4) N/A, N/A, (5) R: , NR: (6) R: 5933, B: 5933, R&B:

(7-8) Bachelor of Arts in Mass Communication, (9) 15, (10) 42,

(11) AD-F: 1, AD-P: 0, PR-F: 1, PR-P: 0, (12) AD: 3, PR: 3, (13) (14)

Lisa Weidman, (503) 883 - 2219, FAX (541) 346 - 0682,

<lweidma@linfield.edu>

### **PORTLAND STATE UNIVERSITY**

Portland, OR

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) (14) Maureen O'Connor, (541) 346 - 2167, FAX (541) 346 - 0682,

<maureen@sba.pdx.edu>

### **UNIVERSITY OF OREGON**

School of Journalism and Communication

1275 University of Oregon

Eugene, OR 97403-1275

(1) ACEJMC, (2) L, C, OC (3) R: Average freshman GPA is 3.6; either SAT or ACT required NR: Average freshman GPA is 3.6; either SAT or ACT required G: Admission to UO Grad School

<http://gradschool.uoregon.edu/admissions>; Admission to SOJC grad programs: Strategic Communication Masters

<http://journalism.uoregon.edu/turnbull/masters-programs/strategic->

communication; Professional MAs and Media Studies Master's;  
Doctoral (4) 2.9, N/A, (5) R: , NR: (6) R: 11430, B: 0, R&B: 11  
(7-8) Journalism: Advertising, (9) 0, (10) 488,  
(7-8) Journalism: Public Relations, (9) 0, (10) 382,  
(7-8) Strategic Communication, (9) 0, (10) 21,  
(11) AD-F: 9, AD-P: 3, PR-F: 10, PR-P: 4, (12) AD: 21, PR: 21, (13)  
AAF, PRSSA, NABJ (14) Julianne H. Newton, (541) 346 - 2167, FAX  
(541) 346 - 0682, <jhnewton@uoregon.edu>

## PENNSYLVANIA

### LA SALLE UNIVERSITY

Department of Communication

1900 W. Olney Avenue

Philadelphia, PA 19141

(1) AACSB, (2) A, C, OC (3) R: ACT, SAT, NR: SAT, G: (4) (5) R: ,  
NR: (6) R: 0, B: 0, R&B: 0

(7-8) Bachelor of Arts in Communication, (9) 80, (10) 180,

(7-8) Business and Professional Communication, (9) 25, (10) 100,

(11) AD-F: 0, AD-P: 0, PR-F: 4, PR-P: 2, (12) AD: 0, PR: 0, (13)

PRSSA, AWC, (14) Michael Smith, (215) 951 - 1981, FAX (215) 951 -  
5043, <communication@lasalle.edu>

### PENNSYLVANIA STATE UNIVERSITY

College of Communications

128 Carnegie Building

University Park, PA 16802

Advertising and Public Relations Department

(1) ACEJMC, (2) L, C, OC (3) R: NR: G: (4) 3.3 , N/A, (5) R: , NR: (6)  
R: 0, B: 0, R&B: 9

(7-8) Bachelor of Arts , (9) 296, (10) 586,

(11) AD-F: 9, AD-P: 3, PR-F: 8, PR-P: 0, (12) AD: 10, PR: 6, (13)

AAF, PRSSA, (14) Robert Baukus, Department Head, (814) 863 - 3800,  
FAX (814) 863 - 8044, <rab18@psu.edu>

### SETON HILL UNIVERSITY

Greensburg, PA

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: , B: , R&B:

(11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) (14) Calli

Arida, (570) 372 - 4300, FAX (570) 372 - 2757,

<c.arida@setonhill.edu>

### SUSQUEHANNA UNIVERSITY

Department of Communications

Susquehanna University

514 University Ave.

Selinsgrove, PA 17777

(1) None (2) A, L, C, (3) R: NR: G: (4) (5) R: , NR: (6) R: 5850, B:  
5320, R&B:

(7-8) Strategic Communications, (9) 0, (10) 144,

(7-8) Digital Multimedia Communications, (9) 0, (10) 103,

(7-8) Communication Arts, (9) 0, (10) 38,

(11) AD-F: 2, AD-P: 2, PR-F: 2, PR-P: 2, (12) AD: 0, PR: 0, (13) (14)

Catherine M. Hastings, (570) 372 - 4300, FAX (570) 372 - 2757,

<hastings@susqu.edu>

## **TEMPLE UNIVERSITY**

Annenberg Hall Room 300

2020 N 13th St

Philadelphia, PA 19122

School of Media and Communication, Department of Advertising

(1) ACEJMC, (2) C, (3) R: NR: G: (4) 2.0, (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(7-8) Advertising, (9) 120, (10) 0,

(7-8) New Degree, (9) 0, (10) 0,

(11) AD-F: 9, AD-P: 43, PR-F: 0, PR-P: 0, (12) AD: 5, PR: 0, (13)

AAF, PRSSA, NABJ (14) Gayle Day, (215) 204 - 4268, FAX (215) 204 - 1321, <gday@temple.edu>

## **THIEL COLLEGE**

75 College Avenue

Greenville, PA 16125

Department of Communication

(1) None (2) L, C, (3) R: The College has no publicly announced minimum GPA, minimum ACT score or minimum SAT score. NR: The College has no publicly announced minimum GPA, minimum ACT score or minimum SAT score. G: Thiel College has no graduate programs. (4) (5) R: , NR: (6) R: 0, B: 0, R&B:

(7-8) Public Relations, Advertising & Integrated Mar, (9) 5, (10) 15,

(7-8) Media & Journalism, (9) 5, (10) 15,

(11) AD-F: 1, AD-P: 0, PR-F: 1, PR-P: 0, (12) AD: 0, PR: 0, (13) (14)

Dane S. Claussen, (724) 589 - 2851, FAX (570) 372 - 2757,

<DClaussen@thiel.edu>

## **RHODE ISLAND**

### **RHODE ISLAND COLLEGE**

Office of Undergraduate Admissions

The Forman Center

Providence, RI 02908-1991

Department of Communication

(1) None (2) L, (3) R: Upper 50% class level, ACT or SAT considered NR: Upper 50% class level, ACT or SAT considered G: (4) , (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(11) AD-F: 1, AD-P: 1, PR-F: 1, PR-P: 2, (12) AD: , PR: , (13) (14) Dr. Kay Israel, (401) 456 - 8648, FAX (401) 456 - 8415, <kisrael@ric.edu>

## **SOUTH CAROLINA**

### **UNIVERSITY OF SOUTH CAROLINA**

Columbia, SC

(1) ACEJMC, (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 0 (11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) (14) Bonnie Drewniany, (401) 456 - 8648, FAX (401) 456 - 8415,

<drewniany@sc.edu>

### **WINTHROP UNIVERSITY**

Winthrop University

219 Johnson Hall

Rock Hill, SC 29733

Integrated Marketing Communication

(1) ACEJMC, AACSB, (2) L, C, OC (3) R: NR: G: (4) (5) R: , NR: (6) R: 2500, B: 1500, R&B:

(7-8) Bachelor of Science in Integrated Marketing Commun, (9) 0, (10) 0,  
(7-8) Bachelor of Arts in Mass Communication, (9) 0, (10) 0,  
(11) AD-F: 2, AD-P: 2, PR-F: 1, PR-P: 1, (12) AD: 1, PR: 1, (13) (14)  
Padmini Patwardhan or Sabrina Habib, (803) 323 - 2121, FAX (803)  
323 - 2464, <masscomm@winthrop.edu>

## **SOUTH DAKOTA**

### **SOUTH DAKOTA STATE UNIVERSITY**

1137 Campanile Avenue

Brookings, SD 57007

Department of Journalism and Mass Communication

(1) ACEJMC, (2) A, L, C, OC (3) R: Graduate in top 60% of high school graduating class OR ACT of 18 OR SAT of 870. Review the course catalog at: <https://www.sdstate.edu/academics/> NR: Graduate in top 60% of high school graduating class OR ACT of 18 OR SAT of 870. Review the course catalog at: <https://www.sdstate.edu/academics/> G: (4) (5) R: , NR: (6) R: 3264, B: 1550, R&B: 0  
(7-8) Advertising, (9) 27, (10) 110,  
(7-8) Advertising, (9) 5, (10) 33,  
(7-8) New degree, (9) , (10) ,  
(11) AD-F: 4, AD-P: 0, PR-F: 4, PR-P: 0, (12) AD: 15, PR: 15, (13) (14)  
Mary Arnold, (605) 688 - 4171, FAX (605) 688 - 5034,  
<mcom@sdstate.edu>

### **UNIVERSITY OF SOUTH DAKOTA**

Media & Journalism Department

University of South Dakota

414 E Clark St.

Vermillion, SD 57069

(1) ACEJMC, (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 0  
(7-8) New Degree, (9) 0, (10) 0,  
(11) AD-F: 2, AD-P: 0, PR-F: 3, PR-P: 0, (12) AD: , PR: , (13) (14)  
Teddi Joyce, (605) 677 - 5477, FAX (605) 677 - 4250, <mj@usd.edu>

## **TENNESSEE**

### **EAST TENNESSEE STATE UNIVERSITY**

Box 70669

Johnson City, TN 37614

Department of Mass Communication

(1) None (2) A, L, C, OC (3) R: NR: G: GRE, (4) N/A, (5) R: , NR: (6) R: 4532, B: 3220, R&B: 23901  
(7-8) BA in Advertising & PR, (9) 15, (10) 50,  
(7-8) BS in Advertising & PR, (9) 20, (10) 70,  
(7-8) MA in Professional Communication, (9) 4, (10) 20,  
(11) AD-F: 5, AD-P: 1, PR-F: 0, PR-P: 0, (12) AD: 1, PR: 1, (13) AAF, PRSSA, (14) Stephen Marshall, (423) 439 - 7575, FAX (423) 439 - 4645, <marshals@etsu.edu>

### **MIDDLE TENNESSEE STATE UNIVERSITY**

School of Journalism

Middle Tennessee State University

P.O. Box 64

1301 East Main Street

Murfreesboro, TN 37132

(1) ACEJMC, (2) L, C, OC (3) R: A minimum composite ACT of 22 (SAT of 1020) NR: A minimum composite ACT of 22 (SAT of 1020) G: Master of Mass Communication Program (4) 02.7, GPA in select classe, (5) R: , NR: (6) R: 0, B: 0, R&B: 3  
(7-8) Bachelor of Science Mass Communication, (9) 38, (10) 428, (11) AD-F: 2, AD-P: 1, PR-F: 4, PR-P: 0, (12) AD: 1, PR: 0, (13) PRSSA, (14) Greg Pitts, (615) 898 - 2814, FAX (615) 898 - 5866, <Greg.Pitts@mtsu.edu>

## UNIVERSITY OF MEMPHIS

Memphis, TN

(1) None(2) (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 0  
(11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) (14) Rick Fischer, (423) 439 - 7575, FAX (423) 439 - 4645, <rfischer@memphis.edu>

## UNIVERSITY OF TENNESSEE

School of Advertising and Public Relations  
College of Communication and Information  
476 Communications Building  
Knoxville, TN 37996

(1) ACEJMC, (2) A, L, C, OC (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B:  
(7-8) Bachelor of Science, (9) 0, (10) 0,  
(7-8) Master of Science, (9) 0, (10) 15,  
(7-8) Ph.D., (9) 0, (10) 0,  
(11) AD-F: 7, AD-P: 0, PR-F: 8, PR-P: 0, (12) AD: 20, PR: 15, (13) (14) Maureen Taylor, (865) 974 - 0434, FAX (423) 439 - 4645, <adv@utk.edu>

## TEXAS

### ABILENE CHRISTIAN UNIVERSITY

Don Morris 301  
ACU Box 27892  
Abilene, TX 79699  
Department of Journalism and Mass Communication

(1) ACEJMC, (2) L, C, OC (3) R: ACT, SAT, ACU does not have minimum requirements but rather looks at the whole student record. NR: ACT, SAT, G: (4) Freshman, (5) R: , NR: (6) R: 3790, B: 4820, R&B: 0  
(7-8) Advertising/Public Relations, (9) 28, (10) 85,  
(11) AD-F: 1, AD-P: 0, PR-F: 1, PR-P: 0, (12) AD: 2, PR: 3, (13) AAF, PRSSA, (14) Joyce Haley, (325) 674 - 2296, FAX (325) 674 - 2139, <haleyj@acu.edu>

### BAYLOR UNIVERSITY

One Bear Place #97353  
219 Baylor Ave.  
Waco, TX 76798  
Journalism, Public Relations & New Media

(1) ACEJMC, (2) A, C, OC (3) R: Average scores NR: Average Scores G: Portofolio is required (4) (5) R: , NR: (6) R: 2880, B: 2718, R&B:  
(7-8) Bachelor of Arts - Journalism, (9) 69, (10) 354,  
(11) AD-F: 2, AD-P: 0, PR-F: 5, PR-P: 6, (12) AD: 0, PR: 20, (13) (14) Margaret Kramer, (254) 710 - 3261, FAX (254) 710 - 3363, <JOU\_PR\_and\_New\_Media@baylor.edu>

## **MIDWESTERN STATE UNIVERSITY**

B110 Fain Fine Arts Center

3410

Wichita Falls, TX 76308

Mass Communication Department

(1) None (2) A, L, C, OC (3) R: Admissions requirements are not based on a minimum GPA or test score NR: G: (4) Freshman, (5) R: , NR: (6) R: 1830, B: 1400, R&B: 0

(11) AD-F: 1, AD-P: 6, PR-F: 1, PR-P: 8, (12) AD: 20, PR: 20, (13)

AAF, PRSSA, (14) Dr. Jim Sernoe, (940) 397 - 4391, FAX (940) 397 - 4909, <jim.sernoe@mwsu.edu>

## **SOUTHERN METHODIST UNIVERSITY**

PO Box 750113

Temerlin Advertising Institute

202 Umphrey Lee Center

3300 Dyer Street

Dallas, TX 75275

(1) None(2) A, L, C, OC (3) R: ACT, SAT, SAT I or ACT scores accepted. ACT writing test is not required. NR: ACT, SAT, SAT I or ACT scores accepted. ACT writing test is not required. G: GRE or GMAT scores required. TOFEL scores required for international applicants only. (4) 2.5, Freshman, (5) R: , NR: (6) R: 10000, B: 5200, R&B: 14850

(7-8) BA in Advertising (Creative, Brand Mgmt., Digital), (9) 60, (10) 160,

(7-8) MA in Advertising, (9) 5, (10) 14,

(7-8) Minor in Advertising, (9) 20, (10) 80,

(7-8) Minor in Graphic Design, (9) 15, (10) 40,

(11) AD-F: 11, AD-P: 10, PR-F: 0, PR-P: 0, (12) AD: 30, PR: 0, (13)

AAF, PRSSA, (14) Professor Peter Noble (Graduate Program), Mrs.

Amy Dahmann (Undergraduate Programs), (214) 768 - 3090, FAX

(214) 768 - 1155, <temerlin@smu.edu>

## **TEXAS CHRISTIAN UNIVERSITY**

School of Strategic Communication

Bob Schieffer College of Communication

TCU Box 298060

Fort Worth, TX 76129

(1) ACEJMC, (2) A, L, C, OC (3) R: ACT, SAT, TCU has no minimum requirement for GPA or test score to be considered for admission. The middle 50 percent scored between 1630 and 1880 on the SAT, or between 24 and 29 on the ACT NR: ACT, SAT, TCU has no minimum requirement for GPA or test score to be considered for admission. The middle 50 percent scored between 1630 and 1880 on the SAT, or between 24 and 29 on the ACT G: Typically, successful applicants have

a Verbal GRE score of at least 155 and a Quantitative GRE score of 145. (4) 2.5 , Freshman or transfer, (5) R: , NR: (6) R: 0, B: 0, R&B: 48

(7-8) B.S in Strategic Communication, (9) 130, (10) 400,

(7-8) M.S. in Strategic Communication, (9) 8, (10) 17,

(11) AD-F: 6, AD-P: 2, PR-F: 6, PR-P: 2, (12) AD: 2, PR: 2, (13) AAF,

PRSSA, (14) Wendy Macias, Ph.D., (817) 257 - 4577, FAX (817) 257 -

7322, <w.macias@tcu.edu>

## **TEXAS STATE UNIVERSITY**

Old Main 102

601 Universtiy Drive

San Marcos, TX 78666

School of Journalism and Mass Communication

(1) ACEJMC, (2) A, L, C, OC (3) R: Combination of high school rank and SAT or ACT score used for admission. Admission Requirements, State of Texas Uniform Admission Standards Per state law, TEC

51.803-51.809, Uniform Admissions Standards (UAS) requires applicants to four-year public universities to meet coll NR: Same as in-state freshman. Combination of high school rank and SAT or ACT score used for admission. G: GRE,

<http://www.masscomm.txstate.edu/degrees-programs/graduate/admission.html> (4) 2.5, Sophomore, (5) R: , NR: (6) R: 2615, B: 1120, R&B: 3497

(7-8) Advertising, (9) 39, (10) 461,

(7-8) Public Relations, (9) 61, (10) 735,

(11) AD-F: 4, AD-P: 4, PR-F: 7, PR-P: 2, (12) AD: 10, PR: 11, (13) AAF, PRSSA, AWC, (14) Harry Bowers, (512) 245 - 2656, FAX (512) 245 - 7649, <hb05@txstate.edu>

## **TEXAS TECH UNIVERSITY**

College of Media & Communication

Box 43082

Lubbock, TX 79409

Department of Advertising; Department of Public Relations

(1) None (2) L, C, OC (3) R: ACT, SAT, HS diploma/transcript; ACT or SAT scores send direct to the university NR: ACT, SAT, HS diploma/transcript; ACT or SAT scores send direct to the university G:

Learn more about the College of Media & Communication's graduate program at: <http://www.depts.ttu.edu/comc/graduate/index.php> (4) 2.5, Sophomore, (5) R: , NR: (6) R: 0, B: 0, R&B: 8464

(7-8) Advertising, (9) 86, (10) 257,

(7-8) Public Relations, (9) 120, (10) 414,

(7-8) Media Strategies, (9) 78, (10) 150,

(11) AD-F: 9, AD-P: 3, PR-F: 13, PR-P: 1, (12) AD: 48, PR: 44, (13)

AAF, AWC, (14) Shannon Bichard (ADV); Trent Seltzer (PR), (806)

742 - 6500, FAX (806) 742 - 1085, <shannon.bichard@ttu.edu;

trent.seltzer@ttu.edu>

## **UNIVERSITY OF HOUSTON**

Houston, TX

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: , B: , R&B:

(11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) (14) Larry

Kelley, (512) 471 - 1101, FAX (512) 471 - 7018, <ldkelley@uh.edu>

## **UNIVERSITY OF NORTH TEXAS**

#311460

1155 Union Circle

Denton, TX 76203

Frank W. & Sue Mayborn School of Journalism

(1) ACEJMC, (2) L, C, (3) R: ACT, SAT, Applicants who graduated in the top 10% of their high school class shall be admitted automatically

NR: ACT, SAT, G: (4) 2.25, Freshman, (5) R: , NR: (6) R: 6088, B: 2112, R&B: 7

(7-8) BA in Journalism, (9) 56, (10) 982,

(11) AD-F: 5, AD-P: 3, PR-F: 4, PR-P: 3, (12) AD: 5, PR: 6, (13) AAF,

PRSSA, NABJ (14) Director Cory Armstrong, (940) 565 - 2205, FAX

(940) 565 - 2370, <Cory.Armstrong@unt.edu>

## **UNIVERSITY OF TEXAS, AUSTIN**

Moody College of Communication  
Stan Richards School of Advertising & Public Relations  
300 West Dean Keeton, A1200  
Austin, TX 78712

(1) None (2) A, L, C, OC (3) R: NR: G: GRE, (4) N/A, (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(7-8) Bachelor of Science in Advertising, (9) 0, (10) 720,

(7-8) Bachelor of Science in Public Relations, (9) 0, (10) 567,

(7-8) M.A. in Advertising, (9) 75, (10) 115,

(7-8) Ph.D. in Advertising, (9) 6, (10) 30,

(7-8) New Degree, (9) 0, (10) 0,

(11) AD-F: 23, AD-P: 5, PR-F: 3, PR-P: 3, (12) AD: 25, PR: 10, (13)

AAF, PRSSA, (14) Dr. Patricia Stout, (512) 471 - 1101, FAX (512) 471 - 7018, <cstmarie@austin.utexas.edu>

## **UNIVERSITY OF TEXAS, EL PASO**

Cotton Memorial Building

500 W. University Ave

El Paso, TX 79968

Department of Communication, College of Liberal Arts

(1) None(2) A, L, C, OC (3) R: ACT, SAT, NR: ACT, SAT, G:

GRE/GMAT/TOEFL/IELTS/PTEs required (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(11) AD-F: 2, AD-P: 1, PR-F: 2, PR-P: , (12) AD: 0, PR: 0, (13) AAF,

PRSSA, (14) Carolyn Mitchell, (915) 747 - 6292, FAX (915) 747 -

5236, <cmitchel@utep.edu>

## **WEST TEXAS A&M UNIVERSITY**

P.O. Box 60754

Canyon, TX 79016

Department of Communication

(1) None(2) A, C, OC (3) R: Top 25% of class, no minimum ACT/SAT Score; 26%-50% with 17 ACT or 820 SAT; 51%-75% with 20 ACT or

940 SAT; 76%-100% with 21 ACT or 980 SAT NR: G: GRE, GRE waived for certain GPA (4) N/A, (5) R: , NR: (6) R: 5000, B: 3000,

R&B: 0

(7-8) Public Relations/Advertising/Applied Communication, (9) 14, (10) 88,

(7-8) M.A. in Communication, (9) 12, (10) 34,

(7-8) Communication Studies, (9) 18, (10) 21,

(11) AD-F: 2, AD-P: 0, PR-F: 2, PR-P: 0, (12) AD: 2, PR: 2, (13) AAF,

PRSSA, (14) Dr. Trudy Hanson, (806) 651 - 2800, FAX (512) 245 -

7649, <thanson@wtamu.edu>

## **UTAH**

### **BRIGHAM YOUNG UNIVERSITY**

360 Brimhall Building

Provo, UT 84602

School of Communications

(1) ACEJMC, AACSB, ACBSP (2) A, L, C, OC (3) R: NR: G: (4) N/A, (5) R: , NR: (6) R: 0, B: 0, R&B: 7

(7-8) New Degree, (9) 0, (10) 0,

(11) AD-F: 5, AD-P: 5, PR-F: 5, PR-P: 5, (12) AD: 0, PR: 0, (13) AAF,

PRSSA, (14) Tom Robinson, (801) 422 - 3977, FAX (254) 710 - 3363,

<tom\_robinson@byu.edu>

## VERMONT

*No schools listed*

## VIRGINIA

### JAMES MADISON UNIVERSITY

Harrisonburg, VA

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: , B: , R&B:  
(11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) (14) Tale  
mittell, (804) 828 - 2660, FAX (804) 828 - 9175,  
<Mitch3at@jmu.edu>

### RADFORD UNIVERSITY

Box 6932

Radford, VA 24142

School of Communication

(1) None (2) L, C, (3) R: ACT, SAT, High School Transcripts NR:  
ACT, SAT, High School Transcripts G: (4) 2.0, Freshmen, (5) R: , NR:  
(6) R: 0, B: 0, R&B: 0  
(7-8) New Degree, (9) 0, (10) 0,  
(11) AD-F: 3, AD-P: 0, PR-F: 4, PR-P: 2, (12) AD: 0, PR: 0, (13) AAF,  
PRSSA, (14) Courtney C. Bosworth, Ph.D., (540) 831 - 5593, FAX  
(540) 831 - 5883, <cbosworth@radford.edu>

### VIRGINIA COMMONWEALTH UNIVERSITY

Temple Building, Room 2216

901 West Main Street

Richmond, VA 23284-2034

Richard T. Robertson School of Media and Culture

(1) ACEJMC, (2) L, C, OC (3) R: Mass Communications Incoming  
Average Test Scores NR: Mass Communications Incoming Average  
Test Scores G: (4) 2.50, N/A, (5) R: , NR: (6) R: 5, B: 0, R&B: 7  
(7-8) New degree, (9) 0, (10) 0,  
(11) AD-F: 8, AD-P: 16, PR-F: 6, PR-P: 13, (12) AD: 6, PR: 7, (13)  
PRSSA, (14) Dr. Hong Cheng, (804) 828 - 2660, FAX (804) 828 - 9175,  
<hcheng2@vcu.edu>

## WASHINGTON

*No schools listed*

## WEST VIRGINIA

### MARSHALL UNIVERSITY

100 Communications Building

1 John Marshall Drive

Huntington, WV 25755

W. Page Pitt School of Journalism and Mass Communications

(1) ACEJMC, (2) A, L, C, OC (3) R: ACT, Conditional admissions may  
improve deficiencies through University College NR: ACT, Conditional  
admissions may improve deficiencies through University College G: (4)  
Freshman, (5) R: , NR: (6) R: 5000, B: 2000, R&B: 0  
(7-8) Advertising, (9) 12, (10) 30,

(7-8) Broadcast, (9) 4, (10) 51,  
(7-8) Online, (9) 4, (10) 20,  
(7-8) Print, (9) 9, (10) 25,  
(7-8) Public Relations, (9) 14, (10) 63,  
(7-8) Radio/Television Production & Mgt., (9) 5, (10) 13,  
(7-8) Sports Journalism, (9) 1, (10) 24,  
(7-8) Master of Arts in Journalism, (9) 6, (10) 15,  
(11) AD-F: 3, AD-P: 1, PR-F: 2, PR-P: 0, (12) AD: 3, PR: 3, (13) AAF,  
PRSSA, (14) Janet Dooley, (304) 696 - 2734, FAX (304) 696 - 2732,  
<dooley@marshall.edu>

## **WEST VIRGINIA UNIVERSITY**

Reed College of Media  
1511 University Avenue  
Morgantown, WV 26506

Strategic Communications Department

(1) ACEJMC, (2) A, L, C, OC (3) R: Direct Admit - GPA 3.5, ACT 27  
or SAT 1220 NR: Direct Admit - GPA 3.5, ACT 27 or SAT 1220 G: (4)  
2.5, N/A, (5) R: , NR: (6) R: 9024, B: 0, R&B: 0

(7-8) BS in Strategic Communications, (9) 100, (10) 500,  
(11) AD-F: 5, AD-P: 2, PR-F: 5, PR-P: 8, (12) AD: 20, PR: 20, (13)  
AAF, PRSSA, NABJ (14) Dr. Sammy Lee, (304) 293 - 6053, FAX  
(304) 293 - 3072, <sang.lee@mail.wvu.edu>

## **WISCONSIN**

### **MARQUETTE UNIVERSITY**

1131 W. Wisconsin Ave.  
Johnston Hall  
Diederich College of Communication  
Milwaukee, WI 53233  
Strategic Communication

(1) ACEJMC, (2) A, L, C, OC (3) R: ACT, 21 ACT or 800 SAT NR:  
ACT, G: (4) freshman, (5) R: , NR: (6) R: 3, B: 2, R&B: 8000  
(7-8) B.A. , (9) 101, (10) 403,  
(7-8) M.A., (9) 10, (10) 10,  
(11) AD-F: 4, AD-P: 8, PR-F: 4, PR-P: 8, (12) AD: 5, PR: 5, (13) AAF,  
PRSSA, (14) Gee Ekachai, (414) 288 - 3450, FAX (920) 424 - 7146,  
<gee.ekachai@marquette.edu>

### **UNIVERSITY OF WISCONSIN, MADISON**

821 University Ave.  
School of Journalism and Mass Communication  
Madison, WI 53706

(1) None (2) A, L, C, OC (3) R: NR: G: (4) (5) R: , NR: (6) R: 8000, B:  
1200, R&B:  
(7-8) Journalism Bachelor of Art, (9) 189, (10) 553,  
(7-8) Masters Degree, (9) 2, (10) 34,  
(7-8) PhD, (9) 3, (10) 35,  
(11) AD-F: 2, AD-P: 0, PR-F: 8, PR-P: 0, (12) AD: 0, PR: 25, (13) (14)  
Pam Garcia-Rivera, (608) 262 - 3690, FAX (920) 424 - 7146,  
<info@journalism.wisc.edu>

### **UNIVERSITY OF WISCONSIN, OSHKOSH**

Sage 3003  
800 Algoma Blvd.  
Oshkosh, WI 54901

## Journalism

(1) ACEJMC, (2) L, C, (3) R: 17 credits in college prep courses NR:  
Admission based on a # of factors. G: (4) 2.5, Freshman, (5) R: , NR:  
(6) R: 4016, B: 2686, R&B: 6702  
(7-8) Bachelor's, (9) 10, (10) 50,  
(7-8) New Degree, (9) 0, (10) 0,  
(7-8) New Degree, (9) 0, (10) 0,  
(11) AD-F: 1, AD-P: 1, PR-F: 1, PR-P: 1, (12) AD: 2, PR: 2, (13) AAF,  
PRSSA, (14) Dr. Julie Henderson, (920) 424 - 1105, FAX (920) 424 -  
7146, <henderso@uwosh.edu>

## UNIVERSITY OF WISCONSIN, STEVENS POINT

Division of Communication

1101 Reserve Street

Stevens Point, WI 54481

(1) None (2) A, L, C, OC (3) R: Avr ACT Comp 21-25 NR: G: GRE is  
recommended (4) 2.5, N/A, (5) R: , NR: (6) R: 4100, B: 2700, R&B:  
5982

(7-8) Bachelor of Arts/Science, (9) 90, (10) 420,

(11) AD-F: 0, AD-P: 0, PR-F: 2, PR-P: 1, (12) AD: 0, PR: 4, (13)  
PRSSA, (14) Dr. Jim Haney, (715) 346 - 3409, FAX (715) 346 - 4769,  
<jhaney@uwsp.edu>

## UNIVERSITY OF WISCONSIN, WHITEWATER

Communication Department

400 Heide Hall

800 W. Main Street

Whitewater, WI

(1) None(2) (3) R: NR: G: (4) 2.5, Freshman, (5) R: , NR: (6) R: 0, B: 0,  
R&B: 0

(7-8) New degree, (9) 0, (10) 0,

(11) AD-F: 3, AD-P: 2, PR-F: 3, PR-P: 3, (12) AD: , PR: , (13) (14)  
Kim Hixson, Chairperson, (262) 472 - 1034, FAX (262) 472 - 1419,  
<Hixsont@uww.edu>

## WYOMING

*No schools listed*

## INTERNATIONAL

### AMERICAN UNIVERSITY OF SHARJAH

Sharjah, United Arab Emirates

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: , B: , R&B:

(11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) (14)  
mohammed, (852) 341 - 17224, FAX (852) 341 - 17890,  
<mibahrine@aus.edu>

### BURAPHA UNIVERSITY

Department of Communication Arts

169 Longhardbangsaen Rd. Saensuk, Muang

Chonburi, Thailand 20131

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(7-8) Master of Communication Arts (Marketing Communicat, (9) 6,  
(10) 10,

(7-8) Bachelor of Communication Arts, (9) 300, (10) 400,

(11) AD-F: 4, AD-P: 0, PR-F: 4, PR-P: 0, (12) AD: , PR: , (13) (14) chompunuch punyapiroje, (038) 102 - 3501, FAX (656) 791 - 5214, <chompunuch@yahoo.com>

## **CHULALONGKORN UNIVERSITY**

Bangkok, Thailand

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: , B: , R&B: (11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) (14) Saravudh Anantachart, (852) 341 - 17224, FAX (852) 341 - 17890, <saravudh.a@chula.ac.th>

## **ESP PARIS**

Paris, France

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: , B: , R&B: (11) AD-F: , AD-P: , PR-F: , PR-P: , (12) AD: , PR: , (13) (14) Jacques Bille, (852) 341 - 17224, FAX (852) 341 - 17890, <jacques.bille@noos.fr>

## **HONG KONG BAPTIST UNIVERSITY**

Room CVA930, Department of Communication Studies,  
Communication and Visual Arts Building, Baptist Un  
Hong Kong, Hong Kong

(1) None(2) L, (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 0 (7-8) Bachelor of Communications, (9) 42, (10) 0, (11) AD-F: 7, AD-P: 1, PR-F: 3, PR-P: 1, (12) AD: 0, PR: 0, (13) (14) Ms. Monica Chau, (852) 341 - 17224, FAX (852) 341 - 17890, <coms@hkbu.edu.hk>

## **KADIR HAS UNIVERSITY**

Reklamcilik Bolumu  
Kadir Has Caddesi Cibali  
Istanbul, Turkey 34083  
Advertising

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: , B: , R&B: (7-8) New degree, (9) , (10) , (11) AD-F: 3, AD-P: 8, PR-F: 5, PR-P: 4, (12) AD: , PR: , (13) (14) Asker Kartari, (902) 125 - 336532, FAX (902) 125 - 320645, <danisma@khas.edu.tr>

## **NANYANG TECHNOLOGY UNIVERSITY**

Wee Kim Wee School of Communication and Information  
#04-39, 31 Nanyang Link  
Singapore, Singapore 637718

(1) None (2) A, L, C, OC (3) R:  
<http://admissions.ntu.edu.sg/UndergraduateAdmissions/Pages/ALevel.aspx> NR:  
<http://admissions.ntu.edu.sg/UndergraduateIntnlAdmissions/Pages/InternationalOthers.aspx#adm> G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 0 (7-8) Bachelor of Communication Studies, (9) 0, (10) 0, (11) AD-F: 12, AD-P: , PR-F: 12, PR-P: , (12) AD: , PR: , (13) (14) Deana Kanagasingham, (656) 790 - 4577, FAX (656) 791 - 5214, <ask\_WKWSCI@ntu.edu.sg>

## **UNIVERSITY OF LJUBLJANA**

Ljubljana, Slovenia

Faculty of Economics

(1) AACSB, (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B: 0  
(7-8) Undergraduate programmes, (9) 0, (10) 0,  
(7-8) New Degree, (9) 0, (10) 0,  
(11) AD-F: 0, AD-P: 0, PR-F: 0, PR-P: 0, (12) AD: , PR: , (13) (14)  
Kristina, (038) 102 - 3501, FAX (656) 791 - 5214, <info@ef.uni-lj.si>

## About the Editors

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### **Jef I. Richards**

(Ph.D, University of Wisconsin; J.D., Indiana University) Jef is a Professor and Chair of the Advertising + Public Relations Department at Michigan State University. 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](mailto:jef@msu.edu).

