

Where Shall I Go to Study

ADVERTISING
AND
PUBLIC
RELATIONS



A REPORT OF THE


AMERICAN ACADEMY
OF ADVERTISING

Edited by: Billy I. Ross & Jef I. Richards

2017

Where Shall I Go To Study Advertising and Public Relations?

Advertising and Public Relations Programs
in Colleges and Universities

Compiled and Edited by:

Billy I. Ross, Ph.D.

Professor Emeritus
Texas Tech University
Louisiana State University

Jef I. Richards, J.D., Ph.D.

Professor of Advertising
Department of Advertising & Public Relations
Michigan State University

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 51st 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.

ALABAMA

AUBURN UNIVERSITY*

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

School of Communication & Journalism

(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>

**entry last updated more than 1 year ago*

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, BA, (9) 74, (10) 410,

(7-8) Public Relations, BA, (9) 161, (10) 978,

(7-8) Advertising, Minor, (9) 66, (10) 114,

(7-8) Public Relations, Minor, (9) 55, (10) 116,

(7-8) Advertising and Public Relations, MA, (9) 6, (10) 16,

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

**entry last updated more than 1 year ago*

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: *2016 SAT - 1070 on the Reading and Math combined. SAT - 990 on reading and math combined.

\nConditional admission: (minimum) GPA = 2.3; ACT = 19; SAT score of 910-989 on reading and math combined; 2016 SAT = 990 on reading and math combined. NR: G: (4) (5) R: , NR: (6) R: 0, B: 0, R&B:

(7-8) Advertising, (9) N/A, (10) 51,

(7-8) Public Relations, (9) N/A, (10) 127,

(7-8) Social Media Management, (9) N/A, (10) 6,

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

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

<mhayes@astate.edu>

CALIFORNIA

CALIFORNIA STATE UNIVERSITY, FULLERTON*

Department of Communications

California State University, Fullerton

800 N. State College Blvd.

Fullerton, CA 92831

Department of Communications

(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>

**entry last updated more than 1 year ago*

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>

**entry last updated more than 1 year ago*

SAN JOSE STATE UNIVERSITY

School of Journalism and Mass communication

San Jose State University

1 Washington Sq.

San Jose, CA 95192-0055

School of Journalism & Mass Communication

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

freshmen, 2.6 to JMC as transfer NR: same as above G: Toeffel 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: 3, (12) AD: 6, PR: 6, (13) (14)

Phyliswest Johnson, (408) 924 - 3275, FAX (408) 924 - 3280,

<phylis.west@sjsu.edu>

COLORADO

UNIVERSITY OF COLORADO BOULDER

UCB 478

1511 University Ave

Boulder, CO 80309

Department of Advertising, Public Relations and Media Design

(1) None (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: 7, AD-P: 6, PR-F: 6, PR-P: 4, (12) AD: 8, PR: 0, (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) L, C, (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) 2.0, Sophomore, (5) R: , NR: (6) R: 0, B: 0, R&B: 0

(7-8) Journalism--Strategic Communications, (9) 42, (10) 160,

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

Lee Anne Peck, (970) 351 - 2635, FAX (970) 351 - 2336,

<leeanne.peck@unco.edu>

CONNECTICUT

EASTERN CONNECTICUT STATE UNIVERSITY

Eastern CT State University

Communication Department

Communication Building, Room 245

83 Windham Street

Willimantic, CT 06226

Department of Communication

(1) None (2) L, C, OC (3) R: NR: G: GRE, (4) 2.5, N/A, (5) R: , NR: (6) R: 12500, 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: 3, PR-F: 5, PR-P: 3, (12) AD: 3, PR: 3, (13) (14)

Dr. Olugbenga Chris Ayeni, (860) 465 - 4340, FAX (860) 465 - 5073,

<ayenio@easternct.edu>

UNIVERSITY OF HARTFORD

Susan Grantham

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: 2, 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>
**entry last updated more than 1 year ago*

FLORIDA STATE UNIVERSITY

Florida State Univeristy
UCC Ste. 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, Sophomore, (5) R: , NR: (6) R: 6550, B:
3998, R&B: 0
(7-8) BS/BA, (9) 72, (10) 145,
(11) AD-F: 4, 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 Trl
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: 14390, B:
0, 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: See <http://www.admissions.ufl.edu/ugrad/frqualify.html> NR: 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: 4470, 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, (7-8) Master of Advertising, (9) 0, (10) 0, (11) AD-F: 11, AD-P: 6, PR-F: 10, PR-P: 6, (12) AD: 16, PR: 6, (13) AAF, PRSSA, (14) PATH: Professional Advising and Teaching Hub, (352) 392 - 1124, FAX (352) 846 - 2484, <advising@jou.ufl.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>

**entry last updated more than 1 year ago*

GEORGIA

GEORGIA COLLEGE

Department of Mass Communication

Georgia College

Campus Box 32

Milledgeville, GA 31061

Department of Mass Communication

(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

Georgia Southern University

P.O. Box 8091

Statesboro, GA 30460

Department of Communication Arts

(1) None (2) L, C, OC (3) R: NR: G: (4) 2.35, 30 hours, (5) R: , NR: (6) R: 0, B: 1725, 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: 5, PR-P: 1, (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

The University of Georgia

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:

<https://www.admissions.uga.edu/> NR: Entrance requirement see web

site: <https://www.admissions.uga.edu/> G: Entrance requirement see web

site <https://www.admissions.uga.edu/> (4) N/A, (5) R: , NR: (6) R: 5660,

B: 3956, R&B: 0

(7-8) Advertising major, (9) 181, (10) 434,

(7-8) MA in Public Relations, (9) 19, (10) 18,

(7-8) PhD in Advertising, (9) 2, (10) 6,

(7-8) PhD in Public Relations, (9) 5, (10) 6,

(7-8) Public Relations major, (9) 134, (10) 341,

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

(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: Above statistics are averages for admitted students,

not minimums. HPU does not have minimum GPA or test scores. NR:

Additional comments here: 3.0 cumulative undergraduate GPA

preferred, GRE not required for MACOM . G: 3.0 cumulative

undergraduate GPA preferred, GRE not required for MACOM . (4) (5)

R: , NR: (6) R: 7830, B: 6374, R&B:

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

Dr. John Barnum, Mass Com Chair, (808) 544 - 0822, 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

School of Journalism and Mass Media

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

R: 4250, B: 1360, R&B: 5610

(7-8) Bachelor's in Advertising, (9) 12, (10) 82,

(7-8) Bachelor's in Journalism, (9) 6, (10) 66,

(7-8) Bachelor's in Broadcasting and Digital Media, (9) 10, (10) 88,

(7-8) Bachelor's in Public Relations, (9) 23, (10) 94,

(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

DEPAUL UNIVERSITY*

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 (208) 885 - 6450,

<communication@depaul.edu>

**entry last updated more than 1 year ago*

NORTHWESTERN UNIVERSITY

Northwestern University
Medill School
Fisk Hall
1845 Sheridan Road
Evanston, IL 60208

Medill School - 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 Integrated Marketing Communications, Full-T, (9) 0, (10) 120,

(7-8) MS Integrated Marketing Communications, Part-T (9) 0, (10) 60,

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

150,

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

Julie Collins, (847) 491 - 5359, FAX (208) 885 - 6450,

<collinsj@northwestern.edu>

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

274 Bevier Hall, MC 182
905 S. Goodwin Ave.
Urbana, IL 61801

Agricultural Communications Program

(1) None (2) L, C, OC (3) R: There is no ACT or SAT minimum score.

Student applications are evaluated based on a holistic review of coursework, test scores, class rank, involvement, and essays. For a general idea on test scores, the middle 50 percent of freshmen admitted to the College of ACES for fall 2011 had an ACT score NR: There is no ACT or SAT minimum score. Student applications are evaluated based on a holistic review of coursework, test scores, class rank, involvement, and essays. For a general idea on test scores, the middle 50 percent of freshmen admitted to the College of ACES for fall 2011 had an ACT score G: The Program does not offer graduate degrees. (4) 3.0, N/A, (5)

R: , NR: (6) R: 2752, B: 2752, R&B:

(7-8) Bachelor of Science in Agricultural Communications, (9) 7, (10)

45,

(11) AD-F: 0, AD-P: 1, PR-F: 0, PR-P: 2, (12) AD: 5, PR: 5, (13) (14)

Lulu Rodriguez, (217) 300 - 1045, FAX (217) 333 - 2027,

<lulurod@illinois.edu>

INDIANA

BALL STATE UNIVERSITY

Ball State University

Department of Journalism

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: 9914, 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>

**entry last updated more than 1 year ago*

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 AVERAGE SCORES for all admitted students to the Lamb School for fall 2017; 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: 10000, B: 0, R&B: 10

(7-8) B.A. in Public Relations & Strategic Communica, (9) 67, (10) 165,

(7-8) M.A. in Public Relations, (9) 4, (10) 6,

(7-8) Ph.D. in Public Relations, (9) 1, (10) 8,

(7-8) M.S. in Strategic Communication, (9) 161, (10) 470,

(11) AD-F: 1, AD-P: 1, PR-F: 3, PR-P: 3, (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 Blvd.

Evansville, IN 47712

Communications

(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>

**entry last updated more than 1 year ago*

IOWA

DRAKE UNIVERSITY

Drake University School of Journalism and Mass Communication

Meredith Hall, Rm 113

2507 University Avenue

Des Moines, IA 50311

School of Journalism & Mass Communication

(1) ACEJMC, (2) L, C, OC (3) R: Either ACT or SAT is accepted.

Drake also is a test-flexible university. See details at

<http://www.drake.edu/admission/undergraduate/apply/faq/> NR: Either ACT or SAT is accepted. Drake also is a test-flexible university. See details at <http://www.drake.edu/admission/undergraduate/apply/faq/> 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: 5300, B: 4550, R&B: 0 (7-8) BAJMC, (9) 100, (10) 350, (7-8) MCL, (9) 20, (10) 24, (11) AD-F: 2, AD-P: 0, PR-F: 3, PR-P: 1, (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

Greenlee School of Journalism and Communication

(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>

KANSAS

FORT HAYS STATE UNIVERSITY

Fort Hays State University

600 Park Street

Hays, KS 67601

Department of Communication Studies

(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,

sjobson@fhsu.edu

WASHBURN UNIVERSITY*

Washburn University Mass Media Department

Henderson Learning Resource Center, Room 316

1700 SW College Avenue, Topeka, KS

Topeka, KS 66621

Mass Media

(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>
**entry last updated more than 1 year ago*

WICHITA STATE UNIVERSITY*

1845 Fairmount St.
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) 670 - 1234,
<eric.wilson@wichita.edu>
**entry last updated more than 1 year ago*

KENTUCKY

EASTERN KENTUCKY UNIVERSITY

317 Combs
541 Lancaster Avenue
Richmond, KY 40475
Communication
(1) None (2) A, 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: 8666, 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
Department of Journalism and Mass Communications
(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: International students must also
submit minimum TOEFL scores of 213 on the computer-based test, with
at least 21 on each of the three verbal areas, or 20 in each of the four
areas of the Internet-based test, or 550 on the paper-based test. Students
must submit IELTS scores of a minimum of 5.5 or hig (4) Freshman, (5)
R: , NR: (6) R: 6006, B: 5504, R&B: 0
(7-8) BA, BS with an advertising major, (9) 10, (10) 50,
(7-8) BA, BS with a public relations major, (9) 30, (10) 151,
(7-8) MA, MS in mass communication, (9) 15, (10) 27,
(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>

**entry last updated more than 1 year ago*

LOUISIANA

LOUISIANA STATE UNIVERSITY*

Manship School of Mass Communication

Journalism Building

211 Journalism Bldg

Baton Rouge, LA 70803

Manship School of Mass Communication

(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>

**entry last updated more than 1 year ago*

LOYOLA UNIVERSITY NEW ORLEANS*

School of Mass Communication

Box 201

6363 St. Charles Ave.

New Orleans, LA 70118

School of Mass Communication

(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>

**entry last updated more than 1 year ago*

UNIVERSITY OF LOUISIANA AT LAFAYETTE

200 HEBRARD BLVD, ROOM101

University of Louisiana at Lafayette

200 HEBRARD BLVD, ROOM101

Lafayette, LA 70503

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,

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

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

PRSSA, NABJ (14) Dr. Alice Ferguson, (337) 489 - 062, FAX (337) 486 - 104, <a.ferguson@louisiana.edu>

MAINE

No schools listed

MARYLAND

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>

*entry last updated more than 1 year ago

UNIVERSITY OF MARYLAND, COLLEGE PARK

Department of Communication

University of Maryland

2130 Skinner Bldg

College Park, MD 20742-7635

Department of Communication

(1) None (2) A, L, C, OC (3) R: SAT, NR: SAT, G: GRE, GRE's required (4) 2.7, (5) R: , NR: (6) R: 6944, B: 4814, R&B: 10

(7-8) B.A. in Communication, (9) 350, (10) 859,

(7-8) Ph.D., (9) N/A, (10) 55,

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

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

PRSSA, (14) Elizabeth Toth, (301) 405 - 8077, FAX (301) 314 - 9471,

<eltoth@umd.edu>

MASSACHUSETTS

SUFFOLK UNIVERSITY

Department of Advertising, Public Relations & Digital Media

Suffolk University

73 Tremont Street

Boston, MA 02114

Advertising, Public Relations & Digital Media

(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) BS in Public Relations, (9) 80, (10) 225,

(7-8) BA in Public Relations, (9) 8, (10) 25,

(7-8) BS in Advertising, (9) 30, (10) 120,

(7-8) BA in Advertising, (9) 5, (10) 12,

(7-8) M.A. in Communication: Advertising and Public Rela, (9) 15, (10)

40,

(11) AD-F: 3, AD-P: 2, PR-F: 6, PR-P: 2, (12) AD: , PR: , (13) (14) Robert Rosenthal, Ph.D., (617) 573 - 8502, FAX (617) 742 - 6982, <rrosenthal@suffolk.edu>

MICHIGAN

EASTERN MICHIGAN UNIVERSITY*

Eastern Michigan University

Department of English Language and Literature

603H Pray Harrold

Ypsilanti, MI 48197

Department of English Language and Literature

(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,

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

(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>

**entry last updated more than 1 year ago*

FERRIS STATE UNIVERSITY

College of Business

COB 320

119 South Street

Big Rapids, MI 49307

College of Business

(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

Advertising and Public Relations Major

(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: 4200, B: 4200, R&B: 8200

(7-8) BA, (9) 139, (10) 513,

(7-8) BS, (9) 139, (10) 513,

(11) AD-F: 5, AD-P: 2, PR-F: 3, PR-P: 9, (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's Degree in Advertising, (9) 99, (10) 467,

(7-8) Master of Arts in Public Relations, (9) 2, (10) 10,

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

(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 - NMU

1401 Presque Isle

Marquette, MI 49855

Communication & Performance Studies (CAPS)

(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

Marketing Dept. (Advertising & Promotion Major)

(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) 32, (10) 163,

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

(11) AD-F: 3, AD-P: 0, 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 Olsgard, (218) 477 - 4036, FAX (612) 626 - 8251,
<hansonc@mnstate.edu>
**entry last updated more than 1 year ago*

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: NR: G: (4) 3.0, soph, (5) R: , NR: (6)
R: 9000, B: 0, R&B: 11748
(7-8) Journalism, (9) 300, (10) 835,
(7-8) Mass Communication, (9) 10, (10) 100,
(7-8) New degree, (9) , (10) ,
(11) AD-F: 5, AD-P: 8, PR-F: 4, PR-P: 8, (12) AD: 13, PR: 13, (13)
PRSSA, (14) Rebecca Rassier, (612) 625 - 0120, FAX (612) 626 - 8251,
<sjmcugs@umn.edu>

WINONA STATE UNIVERSITY*

PO Box 5838
Winona, Minnesota 55987
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>
**entry last updated more than 1 year ago*

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>
**entry last updated more than 1 year ago*

MISSOURI

SOUTHEAST MISSOURI STATE UNIVERSITY

Department of Mass Media
Southeast Missouri State University
One University Plaza
Cape Girardeau, MO 63701
Department of Mass Media
(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) 351,
(11) AD-F: 2, AD-P: 0, PR-F: 2, PR-P: 0, (12) AD: 0, PR: 0, (13) AAF,
PRSSA, NABJ (14) Dr. Karie Hollerbach, (573) 651 - 5104, FAX (601)
266 - 6473, <khollerbach@semo.edu>

UNIVERSITY OF CENTRAL MISSOURI

Marketing & Public Relations Department
Public Relations Program
Dockery 200
W. South Street
Warrensburg, MO 64093
Marketing & PR Department
(1) AACSB, (2) A, L, C, OC (3) R: $\tilde{A}\hat{c}\hat{a}$, $\tilde{A}\hat{c}\hat{a}$ a 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

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: NR: G: (4) 2.0, N/A, (5) R: , NR:
(6) R: 10670, 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: 11, AD-P: 12, 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

UNO School of Communication
University of Nebraska at Omaha
ASH140

6001 Dodge St.
Omaha, NE 68182
UNO School of Communication
(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, 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,
(775) 784 - 6532, FAX (402) 554 - 3836, <olesya.venger@unlv.edu>
**entry last updated more than 1 year ago*

UNIVERSITY OF NEVADA, RENO

The Reynolds School

Mailstop 310

University of Nevada

Reno, NV 89557

Reynolds School of Journalism - All Things Media

(1) ACEJMC, (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: 5, AD-P: 0, PR-F: 5, PR-P: 0, (12) AD: , PR: , (13) AAF,
PRSSA, (14) Bob Felten, (775) 784 - 6532, FAX (402) 554 - 3836,
<b8elten@unr.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>

**entry last updated more than 2 years ago*

RUTGERS UNIVERSITY*

Department of Marketing

Rutgers Business School

1 Washington Park

Newark and New Brunswick, NJ 07102

Department of Marketing

(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>

**entry last updated more than 2 years ago*

NEW MEXICO

No schools listed

NEW YORK

ITHACA COLLEGE

Ithaca College

Roy H. Park School of Communications

953 Danby Road

Ithaca, NY 14850-7002

Roy H. Park School of Communications

(1) AACSB, (2) L, C, OC (3) R: First year students are strongly encouraged to apply directly into the Integrated Marketing Communications (IMC) major. This will secure seats in required freshmen courses, keeping students on track to graduate, and allow for maximum flexibility to study abroad including our Ithaca College programs NR: First year students are strongly encouraged to apply directly into the Integrated Marketing Communications (IMC) major.

This will secure seats in required freshmen courses, keeping students on track to graduate, and allow for maximum flexibility to study abroad including our Ithaca College programs G: (4) 2.75, Freshmen, (5) R: , NR: (6) R: 8180, B: 6810, R&B: 0

(7-8) BS - Integrated Marketing Communications (IMC), (9) 100, (10) 360,

(7-8) Minor - Integrated Marketing Communications (IMC), (9) 15, (10) 60,

(11) AD-F: 3, 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

PR Degree Program

Communications & Film Department-HUM 003A

Long Island University Post

Northern Boulevard

Brookville, Long Island, NY 11548

Public Relations Degree Program and PRSSA Chapter

(1) None (2) L, C, OC (3) R: 1000 combined SAT reading/math minimum Students must maintain a 2.75 GPA in the major. NR: 1000 combined SAT reading/math minimum Students must maintain a 2.75 GPA in the major. G: (4) 2.75, (5) R: , NR: (6) R: 0, B: 13400, R&B: 0

(7-8) B.F.A. in Public Relations , (9) 19, (10) 90,

(7-8) B.S. in Fashion Merchandising, (9) 0, (10) 18,

(7-8) Minor in Public Relations , (9) 3, (10) 10,

(11) AD-F: 1, AD-P: 2, PR-F: 2, PR-P: 10, (12) AD: 0, PR: 2, (13) PRSSA, (14) Abby Dress, APR, (516) 299 - 2382, FAX (516) 299 - 3327, <abby.dress@liu.edu>

SUNY 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>

**entry last updated more than 1 year ago*

SYRACUSE UNIVERSITY

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: 8, 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>

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>

**entry last updated more than 1 year ago*

NORTH CAROLINA

UNIVERSITY OF NORTH CAROLINA - CHAPEL HILL

School of Media and Journalism

Carroll Hall

CB# 3365

211 S Columbia Street

Chapel Hill, NC 27599-3365

School of Media and Journalism

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

ACT or SAT G: GRE, GRE - 55th percentile verbal, 50th percentile

quantitative, 4.5 analytic writing (4) 3.1, jr (60 credits), (5) R: , NR: (6)

R: 6292, B: 4926, R&B: 0

(7-8) BA-Media and Journalism-Public Relations, (9) 116, (10) 288,

(7-8) BA-Media and Journalism-Advertising, (9) 88, (10) 223,

(7-8) MA-Strategic Communications-Professional Trk, (9) 18, (10) 40,

(7-8) MA in Technology and Communications, (9) 10, (10) 40,

(11) AD-F: 6, AD-P: 2, PR-F: 8, PR-P: 4, (12) AD: 100, PR: 100, (13)

AAF, PRSSA, NABJ (14) John Sweeney , (919) 962 - 1204, FAX (919)

962 - 0620, <jsweeney@email.unc.edu>

NORTH DAKOTA

UNIVERSITY OF NORTH DAKOTA

University of North Dakota

O'Kelly Hall Room 332

221 Centennial Drive Stop 7169
Grand Forks, ND 58202
Department of 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) 3,
(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

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: 1, AD-P: 1, PR-F: 12, PR-P: 2, (12) AD: 0, PR: 4, (13) (14)
Bill Brewer, APR, (513) 529 - 3548, FAX (701) 777 - 2128,
<brewerwe@miamioh.edu>

OTTERBEIN UNIVERSITY*

1 South Grove St.
Westerville, Ohio 43081
Department of Communication
33 Collegeview Rd.
Westerville, OH 43081
Department of Communication
(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>
**entry last updated more than 1 year ago*

THE UNIVERSITY OF AKRON

Department of Marketing
College of Business Administration
The University of Akron
Polsky Building
Akron, OH 44325-7650
Department of Marketing
(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
Mass Communications Dept.
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: 2050, B: 2137, R&B: 0
(7-8) B.A. in Mass Communications (Advertising track), (9) 2, (10) 12,
(7-8) B.A. in Mass Communications (PR track), (9) 3, (10) 16,
(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

School of Media & Strategic Communications

(1) ACEJMC, (2) A, L, C, OC (3) R: ACT, SAT,
<https://admissions.okstate.edu/information/freshmen/index.html> NR: ACT, SAT,
<https://admissions.okstate.edu/information/freshmen/index.html> G: An undergraduate GPA of 3.0 or better. If mass communication courses have been taken, a grade point average of 3.0 or better is desired. (4) 2.75, Sophomore, (5) R: , NR: (6) R: 6110, B: 3200, 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,
(7-8) MA, Mass Communications, (9) N/A, (10) 15,
(7-8) MS, Mass Communications, (9) N/A, (10) 17,
(11) AD-F: 2, AD-P: 1, PR-F: 4, PR-P: 0, (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*

University of Oklahoma
Gaylord College
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 - 5226, FAX (405) 325 - 0987, <ksawyer@ou.edu>
**entry last updated more than 1 year ago*

OREGON

LINFIELD COLLEGE

Linfield College
Department of Mass Communication
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: 6160, B: 5745, 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: 1, (12) AD: 3, PR: 3, (13) (14) Lisa Weidman, (503) 883 - 2219, FAX (541) 346 - 0682, <lweidma@linfield.edu>

UNIVERSITY OF OREGON

School of Journalism and Communication
1275 University of Oregon
Eugene, OR 97403-1275

School of Journalism and Communication
(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: 9000, B: 3000, 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) Deborah Morrison, (541) 346 - 1797, FAX (541) 346 - 0682, <debmor@uoregon.edu>

PENNSYLVANIA

LA SALLE UNIVERSITY

Department of Communication
La Salle University
1900 W. Olney Avenue

Philadelphia, PA 19141

Communication

(1) AACSB, (2) A, C, OC (3) R: ACT, SAT, NR: SAT, G: Students are required to complete an admissions essay stating their goals for completing the program. (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) Strategic Communication , (9) 25, (10) 80, (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>

TEMPLE UNIVERSITY

Annenberg Hall Room 300

2020 N 13th St

Philadelphia, PA 19122

School of Media and Communication, Department of Advertising and Public Relations

(1) (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) 500, (7-8) Public Relations , (9) 75, (10) 300, (11) AD-F: 15, AD-P: 26, PR-F: 5, PR-P: 10, (12) AD: 5, PR: 0, (13) AAF, PRSSA, NABJ (14) Gayle Conley, (215) 204 - 4268, FAX (215) 204 - 1321, <gday@temple.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, (215) 951 - 1981, FAX (215) 951 - 5043, <c.arida@setonhill.edu>

**entry last updated more than 1 year ago*

THE PENNSYLVANIA STATE UNIVERSITY*

Robert Baukus, Department Head

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

**entry last updated more than 1 year ago*

THIEL COLLEGE

Dept. of Media, Communication & Public Relations

Thiel College

75 College Avenue

Greenville, PA 16125

Department of Media, Communication and Public Relations

(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,
(7-8) Business & Financial Journalism, (9) N/A, (10) 0,
(7-8) Religion Communication, (9) N/A, (10) 1,
(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 (215) 951 - 5043,
<DClaussen@thiel.edu>

RHODE ISLAND

RHODE ISLAND COLLEGE

Office of Undergraduate Admissions

The Forman Center

Rhode Island College

600 Mount Pleasant Ave.

Providence, RI 02908-1991

Dept. 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.
Giselle Auger, (401) 456 - 8648, FAX (401) 456 - 8415,
<gauger@ric.edu>

SOUTH CAROLINA

UNIVERSITY OF SOUTH CAROLINA

800 Sumter St

800 Sumter St

Columbia, SC 29208

School of Journalism and Mass Communication

(1) ACEJMC, (2) L, C, (3) R: NR: G: GRE, (4) 2.5, (5) R: , NR: (6) R:
7200, B: 3650, R&B: 0

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

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

(14) Gina Polizzi , (803) 777 - 7048, FAX (401) 456 - 8415,

<polizzig@mailbox.sc.edu>

WINTHROP UNIVERSITY

Department of Mass Communication

219 Johnson Hall

Winthrop University

Winthrop Alumni Drive

Rock Hill, SC 29733

Department of Mass Communication

(1) ACEJMC, (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: 3, PR-P: 1, (12) AD: , PR: , (13) (14)

Padmini Patwardhan, (803) 323 - 2121, FAX (803) 323 - 2464,

<masscomm@winthrop.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>
**entry last updated more than 1 year ago*

SOUTH DAKOTA

SOUTH DAKOTA STATE UNIVERSITY*

SDSU Dept. of Journalism and Mass Communication
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:

<https://www.sdstate.edu/admissions/undergrad/freshmen/index.cfm> 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>

**entry last updated more than 1 year ago*

UNIVERSITY OF SOUTH DAKOTA*

Media & Journalism Department

University of South Dakota

414 E Clark St.

Vermillion, SD 57069

Media & Journalism

(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>

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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>

**entry last updated more than 1 year ago*

MIDDLE TENNESSEE STATE UNIVERSITY

School of Journalism
Middle Tennessee State University
P.O. Box 64
1301 East Main Street
Murfreesboro, TN 37132

School of Journalism

(1) ACEJMC, (2) L, C, OC (3) R: NR: G: GRE, (4) 2.7, (5) R: , NR: (6) R: 0, B: 0, R&B: 3

(7-8) Bachelor of Science, (9) 55, (10) 635,

(11) AD-F: 2, AD-P: 0, 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 TENNESSEE*

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

School of Advertising and Public Relations

(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>

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TEXAS

ABILENE CHRISTIAN UNIVERSITY

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: Portfolio 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>

**entry last updated more than 1 year ago*

MIDWESTERN STATE UNIVERSITY

B110 Fain Fine Arts Center

3410 Taft Blvd.

Wichita Falls, TX 76308

Mass Communication Department

(1) None (2) A, L, C, OC (3) R: Freshmen admissions are based on a combination of class rank and ACT or SAT test scores. Please see <https://www.mwsu.edu/admissions/requirements> for more info. NR: Freshmen admissions are based on a combination of class rank and ACT or SAT test scores. Please see <https://www.mwsu.edu/admissions/requirements> for more info. G: (4) Freshman, (5) R: , NR: (6) R: 5800, B: 1700, R&B: 0 (7-8) Bachelor of Arts, (9) 14, (10) 140, (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

Temerlin Advertising Institute

(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 optional; required for students with an undergrad GPA of 2.75 or lower. 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, Digital, Strategic Br, (9) 70, (10) 125, (7-8) MA in Advertising, (9) 8, (10) 15, (7-8) Minor in Advertising, (9) 30, (10) 160, (7-8) Minor in Graphic Design, (9) 15, (10) 40, (7-8) Strategic Advertising Specialist, (9) 0, (10) 10, (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), Amy Dahmann (Undergraduate Programs), (214) 768 - 3090, FAX (214) 768 - 1155, <temerlin@smu.edu>

TEXAS STATE UNIVERSITY

Texas State University

601 Universtiy Drive, Old Main 102

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 ACT/SAT score. State of Texas Uniform Admission Policy Per state law, TEC 51.803-51.809, Uniform Admissions Policy (UAP) requires applicants to four-year public universities to meet college readiness standards through completion of a high school graduation NR: G: GRE, <http://www.masscomm.txstate.edu/degrees-programs/graduate/admission.html> (4) 2.5, Sophomore, (5) R: , NR: (6) R: 5390, B: 2610, R&B: 3497 (7-8) Advertising , (9) 39, (10) 461, (7-8) Public Relations , (9) 61, (10) 735, (11) AD-F: 5, AD-P: 4, PR-F: 7, PR-P: 4, (12) AD: 11, PR: 12, (13) AAF, PRSSA, AWC, (14) Harry Bowers, (512) 245 - 2656, FAX (512) 245 - 7649, <hb05@txstate.edu>

TEXAS TECH UNIVERSITY

College of Media & Communication
Texas Tech University
Box 43082
Lubbock, TX 79409
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: 14, PR-P: 1, (12) AD: 48, PR: 44, (13) AAF, AWC, (14) Weiwu Zhang (Public Relations), (806) 834 - 5967, FAX (806) 742 - 1085, <weiwu.zhang@ttu.edu>

UNIVERSITY OF HOUSTON

Valenti School of Communication
University of Houston
3347 Cullen Blvd
Houston, TX 77204-3002

Jack. J. Valenti School of Communication

(1) None (2) (3) R: NR: G: (4) (5) R: , NR: (6) R: , B: , R&B:
(11) AD-F: 3, AD-P: 4, PR-F: 6, PR-P: 4, (12) AD: , PR: , (13) (14)
Julie Fix , (713) 743 - 2873, FAX (512) 245 - 7649, <ldkelly@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: 8586, B: 3290.8, R&B: 7
(7-8) BA in Journalism , (9) 56, (10) 982,
(11) AD-F: 5, AD-P: 4, PR-F: 4, PR-P: 3, (12) AD: 5, PR: 6, (13) AAF, PRSSA, NABJ (14) Interim Director James Mueller, (940) 565 - 2205, FAX (940) 565 - 2370, <james.mueller@unt.edu>

WEST TEXAS A&M UNIVERSITY

WTAMU Department of Communication
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) Corporate Communication, (9) 18, (10) 21,
(11) AD-F: 3, AD-P: 1, PR-F: 3, PR-P: 1, (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

Brigham Young University

School of Communications

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

School of Media Arts & Design

Creative Advertising

Harrison Hall

54 Bluestone Dr

Harrisonburg, VA 22806

School of Media Arts & Design

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

(11) AD-F: 23, AD-P: 7, PR-F: 0, PR-P: 0, (12) AD: , PR: , (13) (14)

Tale' Mitchell, (540) 568 - 7007, FAX (540) 568 - 7026,

<smad@jmu.edu>

RADFORD UNIVERSITY

Radford University

School of Communication

Box 6932

Radford, VA 24142

School of Communication

(1) None (2) L, C, OC (3) R: ACT, SAT, High School Transcripts NR:

ACT, SAT, High School Transcripts G: (4) 2.0, Freshmen, (5) R: , NR:

(6) R: 7690, 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 - 6553, 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 (formerly School of

Mass Communications)

(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: 5766, B: 3820, R&B: 7 (7-8) New degree, (9) , (10) , (11) AD-F: 8, AD-P: 16, PR-F: 3, PR-P: 17, (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: Conditional admissions may improve deficiencies through University College NR: Conditional admissions may improve deficiencies through University College G:

GRE, (4) N/A, N/A, (5) R: , NR: (6) R: 12168, B: 7496, R&B: 0

(7-8) Advertising/Public Relations, (9) 26, (10) 77,

(7-8) Journalism, (9) 34, (10) 98,

(7-8) Media Studies/Production, (9) 8, (10) 17,

(7-8) Master's of Arts in Journalism, (9) 9, (10) 20,

(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

(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) 300, (10) 500,

(7-8) Advertising Minor, (9) 100, (10) 200,

(7-8) Public Relations Minor, (9) 100, (10) 200,

(7-8) Multidisciplinary Study Minor, (9) 100, (10) 200,

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

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

Marquette University

Milwaukee, WI 53233

Strategic Comm

(1) None (2) A, L, C, OC (3) R: 21 ACT or 800 SAT NR: ACT, G: (4) freshman, (5) R: , NR: (6) R: 4000, B: 2000, R&B: 8000

(7-8) B.A. , (9) 101, (10) 350,

(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) Jean Grow, (414) 288 - 6357, FAX (920) 424 - 7146,

<jean.grow@marquette.edu>

UNIVERSITY OF WISCONSIN - MADISON

Pam Garcia-Rivera

School of Journalism and Mass Communication

821 University Ave.

Madison, WI 53706

School of Journalism and Mass Communication

(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 - STEVENS POINT

Div. of Comm.

Stevens Point

Wisconsin

1101 Reserve Street

Stevens Point, WI 54481

Division of Communication

(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: 3, PR-P: 0, (12) AD: 0, PR: 4, (13)

PRSSA, (14) Dr. Nathan Rodriguez, (715) 346 - 3409, FAX (715) 346 - 4769, <nathan.rodriguez@uwsp.edu>

UNIVERSITY OF WISCONSIN - OSHKOSH

UW Oshkosh

Department of Journalism

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: 4220, B: 2810, R&B: 6702

(7-8) Bachelor of Arts OR Bachelor of Science, (9) 25, (10) 61,

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

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

(11) AD-F: 0, AD-P: 2, PR-F: 1, PR-P: 2, (12) AD: 4, PR: 5, (13) AAF, PRSSA, (14) Cindy Schultz, (920) 424 - 1042, FAX (920) 424 - 7146,

<journalism@uwosh.edu>

UNIVERSITY OF WISCONSIN - WHITEWATER

Communication Dept.

University of Wisconsin - Whitewater

400 Heide Hall

800 W. Main St.

Whitewater, WI 53190

Communication

(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)

Kathy Brady, (262) 472 - 1034, FAX (262) 472 - 1419,

<bradyk@uww.edu>

WYOMING

No schools listed

INTERNATIONAL

BURAPHA UNIVERSITY

Department of Communication Arts

Burapha University

169 Longhardbangsaen Rd. Saensuk, Muang

Chonburi, Thailand 20131

Department of Communication Arts, Faculty of Humanities and Social Sciences

(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 - 350, FAX (920) 424 - 7146,

<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, (038) 102 - 350, FAX (920) 424 - 7146,

<saravudh.a@chula.ac.th>

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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, (038) 102 - 350, FAX (920) 424 - 7146, <jacques.bille@noos.fr>

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KADIR HAS UNIVERSITY*

Kadir Has Universitesi

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>

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About the Editors

Billy I. Ross

(Ph.D, Southern Illinois University) Bill is a Retired Professor Emeritus at both Texas Tech University and Louisiana State University. He served as head of the Mass Communications program at Texas Tech University for 17 years. He has served as president of the American Academy of Advertising and other organizations. He can be reached at billy.i.ross@att.edu.

Jef I. Richards

(Ph.D, University of Wisconsin; J.D., Indiana University) Jef is a Professor in 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.

