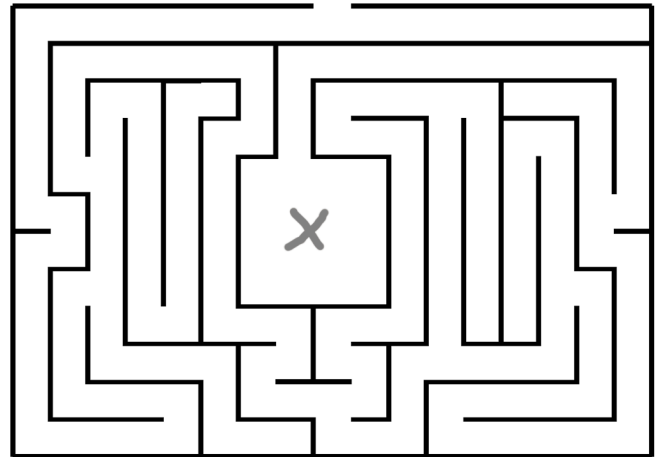


Where
Shall I Go
to Study
Advertising
and
Public
Relations?



A REPORT OF THE

AMERICAN ACADEMY
OF ADVERTISING

2015
Edition

EDITED BY
Billy I. Ross
Jef I. Richards



Where Shall I Go To Study Advertising and Public Relations?

Advertising and Public Relations Programs
in Colleges and Universities

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Editors' Note: *This is the second year we have used an electronic online system for data entry by schools. It is still a work in progress, but the kinks are slowly being worked out. For schools that entered their school names but you don't find an entry here, it probably is because you provided too little information to justify inclusion. We hope that you will complete your entry in time for next year's edition.*

Foreword

The 49th 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

Auburn University, Alabama 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. (6) R&B: 11552
(11) AD-F: 0, AD-P: 0, PR-F: 3, PR-P: 4, (12) AD: 0, PR: 3, (13)
PRSSA, (14) Lauren Smith, Ph.D., 334-844-7272, FAX 334-844-4573.

UNIVERSITY OF ALABAMA - BIRMINGHAM

1720 2nd Avenue South
Birmingham, Alabama
No details provided.

UNIVERSITY OF ALABAMA - TUSCALOOSA

412 Reese Phifer Hall
905 University Boulevard
Tuscaloosa, Alabama 35487-0172
Advertising & Public Relations
(1) ACEJMC, (2) A, L, C, (3) R: NR: G: (4) 2.0, Freshman, (6) R:
8,800., B: 3916.0, R&B: 12,716
AD: (7-8) (9) 94B (10) F&S 420 (11) F: 10, P: 3, (13) AAF,
PR: (7-8) (9) 191B(10) F&S 895 (12) 0, (11) F: 10, P: 2, (12) PR: 0,
(13) AAF, PRSSA, (14) Dr. Joseph Phelps, 205-348-8646.

Alaska

No schools listed

Arizona

No schools listed

Arkansas

UNIVERSITY OF ARKANSAS

Fayetteville, Arkansas
No details provided.

California

CALIFORNIA STATE UNIVERSITY - FULLERTON

800 N. State College Blvd.
Fullerton, California 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, (6) R: 12816, R&B: 19004
(11) AD-F: 7, AD-P: 6, PR-F: 8, PR-P: 3, (12) AD: 12, PR: 14, (13)
PRSSA, (14) 657-278-3517, FAX (657) 278-2209.

CALIFORNIA STATE UNIVERSITY - LONG BEACH

1250 Bellflower Blvd., SSPA-024
Long Beach, California 90840
Department of Journalism & Mass Communication
(1) ACEJMC, (2) A, L, C, (3) R: NR: G: (4) 2.0, Freshman, (6) R&B:
11688,

(11) AD-F: 0, AD-P: 0, PR-F: 1, PR-P: 5, (12) AD: 0, PR: 15, (13) PRSSA, (14) Teri LeGault, 562-985-4982, FAX 562-985-5300.

SAN JOSE STATE UNIVERSITY

1 Washington Square
San Jose, California 95192-0055
School of Journalism & Mass Communication
(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: 12400, B: included, R&B: 24220
(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.

Colorado

UNIVERSITY OF COLORADO BOULDER

1511 University Avenue, 478 UCB
Boulder, Colorado 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, (6) R&B: 11730.
(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: 5, AD-P: 6, PR-F: 0, PR-P: 2, (12) AD: 8, PR: , (13) AAF,
(14) Harsha Gangadharbatla, 303-492-0532, FAX 303-492-0969.

UNIVERSITY OF NORTHERN COLORADO

Campus Box 114
1265 Candelaria Hall
Greeley, Colorado 80631
Department of Journalism & Mass Communications
(1) (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,
(7-8) Public Relations and Advertising Media, (9) 50, (10) 0,
(11) AD-F: 1, AD-P: 1, PR-F: 1, PR-P: 2, (13) (14) Lee Anne Peck, Ph.D., 970-351-2726, FAX 970-351-2336.

Connecticut

EASTERN CONNECTICUT STATE UNIVERSITY

83 Windham Street
Willimantic, Connecticut 06226
Communication
(7-8) BA/BS, (9) 0, (10) 0,
(11) AD-F: 2, AD-P: 4, PR-F: 3, PR-P: 4, (13) (14) Dr. Olugbenga Chris Ayeni, 860-465-0240, FAX 860-465-5073.

UNIVERSITY OF HARTFORD

200 Bloomfield Avenue
West Hartford, Connecticut 06117
School of Communication
(1) (2) A, L, C, OC (3) R: SAT, NR: SAT, G: (4) freshman, (5) R: , NR: (6) R: \$8600, B: \$5300, R&B: \$45704
(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.

Delaware

No schools listed

Florida

FLORIDA STATE UNIVERSITY

P.O. Box 3062664
3100 University Center, Building C
Tallahassee, Florida 32306
School of Communication

(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: \$6160, B: \$4048, (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.

RINGLING COLLEGE OF ART AND DESIGN

2700 North Tamiami Trail
Sarasota, Florida 34234
Advertising Design

(1) (2) A, L, C, OC (3) R: Visual art portfolio is required NR: Visual art portfolio is required G: (4) N/A, (6) R&B: 5960

(7-8) Bachelor of Fine Arts, (9) 11, (10) 34,

(11) AD-F: 3, AD-P: 2, PR-F: 0, PR-P: 0, (12) AD: 2, PR: 0, (13) AAF, (14) Jeffrey Bleitz, 941-359-7549, FAX 941-359-7669.

UNIVERSITY OF MIAMI

5100 Brunson Drive
Coral Gables, Florida 33146
Department of Strategic Communication

(1) (2) A, L, C, OC (6) R: 7,122, B: 3726, R&B: 31638, (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) , 305-284-4544, FAX 305-284-5216.

UNIVERSITY OF FLORIDA

2096 Weimer Hall
Gainesville, Florida 32611-8400
Department of Advertising

(1) ACEJMC, (2) L, C, OC (3) R: ACT, SAT, (4) 3.0, Pass 3 core courses, (6) R: 6590, B: 5230, R&B: 20220

(11) AD-F: 8, AD-P: 3, PR-F: , PR-P: , (12) AD: 18, PR: , (13) AAF, PRSSA, (14) Joseph R. Pisani, 352-392-4046, FAX 352-846-3015.

UNIVERSITY OF FLORIDA

2096 Weimer Hall
Gainesville, Florida 32611-8400
Department of Public Relations

(1) ACEJMC, (2) L, C, OC (3) R: ACT, SAT, (4) 3.0, Junior, (6) R: 6590, B: 5230, R&B: 20220

(7-8) B.S. in Public Relations, (9) 166, (10) 589,

(11) AD-F: , AD-P: , PR-F: 9, PR-P: 5, (12) AD: , PR: 21, (13) AAF, PRSSA, (14) Juan-Carlos Molleda, Ph.D., 352-273-1220, FAX 352-273-1227.

UNIVERSITY OF SOUTH FLORIDA

4202 E. Fowler Avenue
Tampa, Florida 33620-7800
School of Mass Communications
(1) (2) A, L, C, OC (3) R: NR: G: (4) 2.75, 30 credits,
(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.

Georgia

BERRY COLLEGE

2277 Martin Berry Boulevard
Mt. Berry, Georgia 30149
Department of Communication
(1) (2) L, C, (3) R: NR: G: (4) None, (6) R: 7565, B: 4435, R&B: 12000
(11) AD-F: 3, AD-P: 0, PR-F: 1, PR-P: 1, (12) AD: 0, PR: 0, (13) PRSSA,
(14) Bob Frank, 706-233-4073, FAX 706-802-6738.

GEORGIA COLLEGE

Campus Box 32
Milledgeville, Georgia 31061
Department of Mass Communication
(2) L, C, OC (4) 2.75, N/A,
(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.

GEORGIA SOUTHERN UNIVERSITY

P.O. Box 8091
Statesboro, Georgia 30460
The Department of Communication Arts
(1) ACEJMC, (2) A, L, C, OC (6) R: 3430, B: 1700,
(7-8) B.S. Public Relations, (9) 103, (10) 206,
(11) AD-F: 0, AD-P: 0, PR-F: 24, PR-P: 6, (12) AD: 0, PR: 3, (13)
AAF, IABC PRSSA, (14) Ms. Carol Deal/Administrative Assistant,
912-478-5138, FAX 912-478-0822.

UNIVERSITY OF GEORGIA

120 Hooper Street
Athens, Georgia 30602-3018
Advertising and Public Relations
(1) ACEJMC, (2) A, L, C, OC (4) N/A, (6) R: 5290, B: 3956,
(7-8) PhD in Advertising, (9) 2, (10) 11,
(7-8) PhD in Public Relations, (9) 2, (10) 9,
(7-8) Public Relations major, (9) 128, (10) 339,
(7-8) Advertising major, (9) 427, (10) 177,
(7-8) MA in Advertising, (9) 5, (10) 19,
(7-8) MA in Public Relations, (9) 8, (10) 35,
(11) AD-F: 14, AD-P: 0, PR-F: 12, PR-P: 0, (12) AD: 3, PR: 1, (13)
AAF, IABC PRSSA, NABJ (14) 706-542-4791, FAX 706-542-2183.

Hawaii

No schools listed

Idaho

UNIVERSITY OF IDAHO

P.O. Box 443178
Moscow, Idaho 83844-3178
School of Journalism and Mass Media
(2) L, C, (4) 2.5, Freshman, (6) R: 4250, B: 1360, R&B: 5610
(11) AD-F: 2, AD-P: , PR-F: 1, PR-P: 1, (12) AD: 10, PR: 10, (13)
AAF, (14) Kenton Bird, 208-885-6458, FAX 208-885-6450.

Illinois**COLUMBIA COLLEGE CHICAGO**

624 S. Michigan, Suite 800
Chicago, Illinois 60605
Department of Marketing Communication
(1) (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
(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.

LOYOLA UNIVERSITY - CHICAGO

51 E. Pearson
Chicago, Illinois 60611
Advertising and Public Relations
(2) C, OC (3) R: ACT, SAT, Either ACT or SAT NR: ACT, SAT, Either
ACT or SAT (6) R: 7860, B: 2400,
(11) AD-F: 4, AD-P: 5, PR-F: 4, PR-P: 7 (13) AAF, IABC PRSSA, (14)
Herb Ritchell, 312-915-6528, FAX 312-915-6955.

NORTHWESTERN UNIVERSITY

1845 Sheridan Road
Evanston, Illinois 60208
Integrated Marketing Communications
(7-8) MS in Integrated Marketing Communications, (9) 0, (10) 0,
(11) AD-F: 0, AD-P: 0, PR-F: 0, PR-P: 0, (14) Rebecca Slater, 847-491-
5891.

ROOSEVELT UNIVERSITY

430 S. Michigan Ave.
Chicago, Illinois 60605
Department of Communication
(2) A, L, C, (3) R: ACT, ACT or SAT NR: ACT, ACT or SAT G: (4)
N/A, (5) R: , NR: (6) R&B: 12500,
(7-8) BA Integrated Marketing Communication, (9) 44, (10) 114,
(7-8) MS Integrated Marketing Communication, (9) 36, (10) 90,
(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.

UNIVERSITY OF ILLINOIS - URBANA CHAMPAIGN

810 S. Wright St.
Urbana, Illinois 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.edu> (4) Freshman, (6) R&B: 10332

(7-8) Bachelor of Science in Advertising, (9) 207, (10) 604,
(7-8) PhD, Media & Communications, (9) 7, (10) 0,
(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.

Indiana

BALL STATE UNIVERSITY

Art and Journalism Building, Room 300
Muncie, Indiana 47306
Department of Journalism - Advertising and Public Relations Sequences
(1) ACEJMC, (2) A, C, (3) R: NR: G: (4) N/A, Freshman, (6) R&B:
8340,
(7-8) BA/BS in Advertising, (9) 43, (10) 180,
(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.

PURDUE UNIVERSITY

100 N. University Street
West Lafayette, Indiana 47907
Brian Lamb School of Communication
(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&B: 10300
(7-8) Ph.D., (9) 2, (10) 6,
(7-8) B.A., (9) 129, (10) 176,
(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.

UNIVERSITY OF SOUTHERN INDIANA

8600 University Boulevard
Evansville, Indiana 47712
(1) ACEJMC, (6) R: 4030, B: 3650, R&B: 7680
(11) AD-F: 3, AD-P: 3, PR-F: 2, PR-P: 2, (12) AD: 2, PR: , (13) AAF,
PRSSA, (14) Robert West, Ph.D, Coordinator, 812-461-5209, FAX 812-
465-7152.

Iowa

DRAKE UNIVERSITY

2805 University Avenue
Des Moines, Iowa 50311
School of Journalism & Mass Communication
(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, (6) R: 4770, B: 4230,
(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.

IOWA STATE UNIVERSITY

101 Hamilton Hall
Ames, Iowa 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.

UNIVERSITY OF NORTHERN IOWA

326 Lang Hall,
Cedar Falls, Iowa
Department of Communication Studies
No details provided.

Kansas

FORT HAYS STATE UNIVERSITY

600 Park Street
Hays, Kansas 67601
Communication Studies
(2) L, C,
(11) AD-F: 2, AD-P: 0, PR-F: 3, PR-P: 0, (12) AD: 0, PR: 4, (14) Dr.
Scott J. Robson, 785-628-5365, FAX 785-628-4075.

KANSAS STATE UNIVERSITY

105 Kedzie Hall
Manhattan, Kansas 66506-1501
A.Q. Miller School of Journalism and Mass Communications
(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: 7760 , B: 7760,
(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.

UNIVERSITY OF KANSAS

1435 Jayhawk Boulevard
Stauffer-Flint Hall
Lawrence, Kansas 66045
William Allen White School of Journalism and Mass Communications
(1) ACEJMC, (2) (3) R: NR: G: (4) 3.0, In-coming Freshman,
(13) PRSSA, (14) Ashley Anguiano, 785-864-4768, FAX 785-864-
5318.

WASHBURN UNIVERSITY

1700 SW College Avenue
Topeka, Kansas 66621
Mass Media
(14) Dr. Kathy Menzie, 785-670-1836, FAX 785-670-1234.

Kentucky

EASTERN KENTUCKY UNIVERSITY

521 Lancaster Avenue
Richmond, Kentucky 40475
Communication
(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&B: 7724
(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-

MURRAY STATE UNIVERSITY

114 Wilson Hall
Murray, Kentucky 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: (4) Freshman, (6) R: 5720, B: 3336, (7-8) BA, BS with an advertising major, (9) 14, (10) 52, (7-8) BA, BS with a public relations major, (9) 28, (10) 126, (7-8) MA, MS in mass communication, (9) 6, (10) 32, (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.

UNIVERSITY OF KENTUCKY

118 Grehan Building
Lexington, Kentucky
Integrated Strategic Communication
(1) ACEJMC, (2) L, C, OC (3) R: ACT, NR: ACT, G: (4) Pre-major status upo, (5) R: , NR: (6) R: 4646, B: 2600, (11) AD-F: 4, AD-P: 4, PR-F: 4, PR-P: 0, (12) AD: 10, PR: 2, (13) AAF, PRSSA, (14) Beth Barnes, 859-257-4275, FAX 859-323-3168.

Louisiana

LOUISIANA STATE UNIVERSITY

211 Journalism Building
Baton Rouge, Louisiana 70803
Manship School of Mass Communication
(1) ACEJMC, (2) L, C, (3) R: ACT, SAT, ACT 22; SAT 1030 NR: ACT, SAT, ACT 22; SAT 1030 G: (4) 3.0, (6) R: 6350, B: 4000, R&B: 10350, (11) AD-F: 4, AD-P: 4, PR-F: 6, PR-P: 4, (12) AD: 0, PR: , (13) AAF, PRSSA, (14) Jerry Ceppos, 225-578-1899, FAX 225-578-2125.

UNIVERSITY OF LOUISIANA - LAFAYETTE

P.O. Box 43650
Lafayette, Louisiana
Department of Communication
(1) ACEJMC, (2) A, (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.

Maine

No schools listed

Maryland

HOOD COLLEGE

401 Rosemont Avenue
Frederick, Maryland 21701
Communication Arts Program
(4) Junior, (6) R: 5930, B: 5420, R&B: 44630, (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.

MORGAN STATE UNIVERSITY

1700 East Cold Spring Lane
Baltimore, Maryland 21251
Department of Strategic Communication
(1) (2) L, C, OC (3) R: NR: G: (4) 2.5, Sophomore,
(11) AD-F: 2, AD-P: 1, PR-F: 5, PR-P: 0, (12) AD: 0, PR: 0, (13) NABJ
(14) Rod Carveth, 860-770-9734.

TOWSON UNIVERSITY

8000 York Road
Towson, Maryland 21252
Department of Mass Communication and Communication Studies
(2) A, L, C, OC (3) R: SAT or ACT NR: G: (4) 3.0, Sophomore, (6) R:
6230, B: 4698,
(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.

UNIVERSITY OF MARYLAND - COLLEGE PARK

2130 Skinner Building
College Park, Maryland 20742-7635
Department of Communication
(2) A, L, C, OC (3) R: SAT, NR: SAT, G: GRE's required (4) 2.7, (6) R:
6424, B: 4209, R&B: 10633,
(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.

Massachusetts**BOSTON UNIVERSITY**

640 Commonwealth Avenue
Boston, Massachusetts 02215
Department of Mass Communication, Advertising, & Public Relations
(1) (2) A, L, C,
(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.

SUFFOLK UNIVERSITY

73 Tremont Street
Boston, Massachusetts 02114
Comm. & Journalism
(1) (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: Same
(6) R&B: 12500
(11) AD-F: 4, AD-P: 4, PR-F: 5, PR-P: 6, (14) Robert Rosenthal, Ph.D.,
617-573-8236, FAX 617-742-6982.

Michigan**EASTERN MICHIGAN UNIVERSITY**

612 Pray-Harrold
Ypsilanti, Michigan 48197
Department of English Language and Literature
(2) L, C, OC (3) R: NR: G: (4) 2.8, N/A, (6) R: 4298,

(11) AD-F: 0, AD-P: 0, PR-F: 2, PR-P: 2, (12) AD: 0, PR: 5, (13) PRSSA, (14) Lolita Cummings Carson, APR, 734-487-0952, FAX 734-483-9744.

FERRIS STATE UNIVERSITY

199 South State Street
Big Rapids, Michigan
College of Business
(1) ACBSP (2) L, C, OC (3) R: ACT, ACT or SAT NR: ACT, ACT or SAT G: (4) 2.5, (6) R&B: 9000,
(11) AD-F: 3, AD-P: 0, PR-F: 1, PR-P: 2, (13) PRSSA, (14) Dr. Patrick Bishop, 231-591-3151.

GRAND VALLEY STATE UNIVERSITY

1 Campus Drive, 290 LSH
Allendale, Michigan 49456
School of Communications
(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, (6) R&B: 8200,
(11) AD-F: 4, AD-P: 5, PR-F: 3, PR-P: 5, (12) AD: 1, PR: 1, (13) AAF, PRSSA, (14) Dr Tim Penning, 616-331-3668, FAX 616-331-2700.

MICHIGAN STATE UNIVERSITY

309 Communication Arts and Sciences Building
East Lansing, Michigan 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) 2.75, Junior, (6) R: 5125, B: 3988, R&B: 9097,
(7-8) Bachelor's Degree in Advertising, (9) 626, (10) 1256,
(7-8) Master's Degree in Advertising, (9) 13, (10) 30,
(7-8) Master's Degree 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: 4, PR-P: 12, (12) AD: 17, PR: 14, (13) AAF, BMA, IABC PRSSA, AWC, NABJ (14) Amber Wise, 517-355-2314, FAX 517-351-1234.

NORTHERN MICHIGAN UNIVERSITY

11401 Presque Isle
Marquette, Michigan
Communication & Performance Studies (CAPS)
(2) L, C, OC (3) R: NR: G: (4) 2.50, freshman, (6) R&B: 8600,
(11) AD-F: , AD-P: , PR-F: 2, PR-P: 2, (13) PRSSA, (14) Jim Cantrill, 906-227-2061.

WESTERN MICHIGAN UNIVERSITY

1903 W. Michigan Avenue
Kalamazoo, Michigan 49008-5430
Marketing (Advertising & Promotion Major)
(1) AACSB, (2) A, 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, (6) R&B: 8943,

(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.

Minnesota

UNIVERSITY OF MINNESOTA - TWIN CITIES.

111 Murphy Hall
206 Church St. SE
Minneapolis, Minnesota 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, (6) R&B: 11748,
(7-8) MA in Health Communication, (9) 0, (10) 0,
(11) AD-F: 4, AD-P: 8, PR-F: 4, PR-P: 7, (12) AD: 13, PR: 13, (13)
PRSSA, (14) Rebecca Rassier, 612/625-0120, FAX 612/626-8251.

WINONA STATE UNIVERSITY

P.O. Box 5838
Winona, Minnesota
Department of Mass Communication
(2) L, C, OC (3) R: ACT, NR: ACT,
(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.

Mississippi

UNIVERSITY OF SOUTHERN MISSISSIPPI

188 College Drive #5121
Hattiesburg, Mississippi 39406
School of Mass Communication and Journalism
(1) ACEJMC, (2) A, L, C, (3) R: ACT, SAT, with lower ACT/SAT
score, higher GPA (2.5+) required NR: ACT, SAT, With lower
ACT/SAT score, higher GPA (2.5+) required G: 2.75+ GPA considered
for conditional admission (6) R: 2500, B: 1600,
(7-8) Advertising, (9) 19, (10) 45,
(7-8) Public Relations, (9) 25, (10) 108,
(11) AD-F: 2, AD-P: , PR-F: 3, PR-P: , (12) AD: 4, PR: 9, (13) AAF,
PRSSA, (14) Jun Heo, 601-266-6238, FAX 601-266-6473.

Missouri

MISSOURI STATE UNIVERSITY

901 S. National Avenue
Springfield, Missouri 65897
Marketing
(1) (2) A, L, C, OC, (6) 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 417-836-
4466.

SOUTHEAST MISSOURI STATE UNIVERSITY

One University Plaza
Cape Girardeau, Missouri 63701
Department of Mass Media
(1) ACEJMC, (2) L, C, OC (3) R: NR: G: (4) 2.5, Freshman, (5) R: ,
NR: (6) R: https:, B: https:, R&B: https:

(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.

UNIVERSITY OF CENTRAL MISSOURI

PO Box 800

Warrensburg, Missouri 64093

Communication, PR program CEPR pending

(1) (2) A, L, C, OC (3) R: 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, (6) R: 2517, B: 1350, R&B: 10000

(11) AD-F: , AD-P: , PR-F: 4, PR-P: 1, (12) AD: , PR: 2, (13) AAF,
IABC PRSSA, (14) Dr. Tricia Hansen-Horn, 660-543-4840, FAX 660-
543-8006,

Montana

No schools listed

Nebraska

CREIGHTON UNIVERSITY

2500 California Plaza

Omaha, Nebraska 68178

Journalism, Media & Computing

(3) Please contact the Admissions Office for entrance requirements,

(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.

UNIVERSITY OF NEBRASKA - LINCOLN

Anderson Hall

200 Centennial Mall North

Lincoln, Nebraska 68588-0443

Advertising and Public Relations sequence

(1) ACEJMC, (2) A, L, C, OC (3) R: ACT or SAT or Top half of h.s.
class NR: ACT or SAT or Top half of h.s. class G: GRE, GRE required
(4) 2.0, N/A, (6) R&B: 9961,

(7-8) Bachelor of Journalism, (9) 136, (10) 619,

(7-8) Master of Arts, (9) 13, (10) 23,

(11) AD-F: 8, AD-P: 9, PR-F: 2, PR-P: 1, (12) AD: 65, PR: 65, (13)
AAF, PRSSA, (14) Michael Goff, 402-472-0219, FAX 402-472-8597.

UNIVERSITY OF NEBRASKA - OMAHA

6001 Dodge Street, ASH 108

Omaha, Nebraska 68182

School of Communication

(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, (6) R: 6120,

(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,

Nevada

No schools listed

New Hampshire

No schools listed

New Jersey

ROWAN UNIVERSITY

201 Mullica Hill Road
Glassboro, New Jersey 08028
Public Relations/Advertising
(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, (6) R&B: 10650,
(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.

RUTGERS UNIVERSITY

1 Washington Park, Room 932
Newark and New Brunswick, New Jersey 07102
Department of Marketing
(1) AACSB, (2) A, L, C, OC, (13) PRSSA, (14) 973-353-5627.

New Mexico

No schools listed

New York

ITHACA COLLEGE

311 Park Hall
Ithaca, New York 14850-7002
Roy H. Park School of Communications
(1) AACSB, (2) L, C, OC (3) R: NR: G: (4) Freshmen,
(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.

LONG ISLAND UNIVERSITY POST

720 Northern Boulevard
Brookville, Long Island, New York
Public Relations Degree Program and PRSSA Chapter
(1) (2) L, C, OC (3) R: SAT, 1000 combined reading/math min. NR:
SAT, 1000 combined reading/math min. G: (4) 2.75, (6) R: 3500, B:
1950,
(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.

SYRACUSE UNIVERSITY

215 University Place
Syracuse, New York 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, (6) R&B:
14460,
(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.

North Carolina

ELON UNIVERSITY

2850 Campus Box
Elon, North Carolina 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, (6) R&B: 10667,
(7-8) Strategic Communications, (9) 136, (10) 562,
(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.

UNIVERSITY OF NORTH CAROLINA - CHAPEL HILL

Carroll Hall CB#3365
Chapel Hill, North Carolina 27599-3365
School of Journalism and Mass Communication
(1) ACEJMC, (2) A, L, C, OC (3) R: ACT, SAT, either ACT or SAT NR: ACT, SAT, either ACT or SAT G: 50th percentile GRE verbal, quantitative (4) 3.1, jr (60 credits), (6) R: 5756, B: 2010,
(11) AD-F: 5, AD-P: 2, PR-F: 6, PR-P: 6, (12) AD: 100, PR: 100, (13) AAF, PRSSA, NABJ (14) Lois Boynton (PR) and John Sweeney (AD), 919-962-1204, FAX 919-962-0620.

North Dakota

No schools listed

Ohio

KENT STATE UNIVERSITY

500 Hilltop Drive
Kent, Ohio 44242
School of Journalism and Mass Communication
(1) ACEJMC, (2) L, C, OC (3) R: NR: G: (4) 2.7, Freshman, (6) R&B: 9536,
(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.

MIAMI (OHIO) UNIVERSITY

201 Williams Hall
Oxford, Ohio 45056
Department of Media, Journalism, and Film
(2) L, C, OC,
(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, (14) Bill Brewer, APR, 513-529-3548.

OHIO NORTHERN UNIVERSITY

525 S. Main Street
Ada, Ohio 45810
Communication and Media Studies
(2) L, C, OC (6) R: 2650, B: 2610,
(7-8) Public Relations, (9) 4, (10) 24,
(11) AD-F: 1, AD-P: 1, PR-F: 2, PR-P: 0, (13) PRSSA, (14) Alisa
Agozzino, 419-772-1088.

OTTERBEIN UNIVERSITY

33 Collegeview Road C110
Westerville, Ohio 43081
Communication
(7-8) Public Relations, Journalism and Media Communicati, (9) 0, (10)
0, (13) PRSSA, (14) Diane Wootton, 614-823-3380.

Oklahoma**OKLAHOMA CITY UNIVERSITY**

2501 N. Blackwelder Avenue
Oklahoma City, Oklahoma 73106
Mass Communications Department
(2) L, C, OC (3) R: ACT 22, SAT 1020 NR: ACT 22, SAT 1020 (4)
N/A, (5) R: , NR: (6) R: 1895, B: 2005,
(11) AD-F: 2, AD-P: 0, PR-F: 2, PR-P: 0, (13) AAF, AWC, (14) Dr.
Matt Hamilton, 405-208-5326, FAX 405-208-5928.

OKLAHOMA STATE UNIVERSITY

205 Paul Miller Building
Stillwater, Oklahoma 74078
School of Media & Strategic Communications
(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, (6) R: 700, B: 1300, R&B:
2000,
(7-8) Strategic Communications, (9) 112, (10) 318,
(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 Powers, 405-744-6354, FAX 405-
744-7104.

UNIVERSITY OF OKLAHOMA

395 W. Lindsey
Norman, Oklahoma 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, (6) R&B: 4563,
(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) Monica Varley (AD), Kathy Sawyer (PR) / Larry
Laneer (GRAD), 405-325-2721, FAX 405-325-0987.

Oregon

UNIVERSITY OF OREGON

1275 University of Oregon
Eugene, Oregon 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 <http://journalism.uoregon.edu/> (4) 2.9, N/A, (6) R&B: 11097, (7-8) Bachelor of Arts/Bachelor of Science, (9) 511, (10) 2133, (7-8) Master of Arts/Masters of Science, (9) 25, (10) 66, (7-8) Ph.D., (9) 9, (10) 35, (11) AD-F: 5, AD-P: 6, PR-F: 5, PR-P: 6, (12) AD: 15, PR: 15, (13) AAF, PRSSA, NABJ (14) Julianne H. Newton, 541-346-2167, FAX 541-346-0682.

Pennsylvania

LA SALLE UNIVERSITY

1900 W. Olney Avenue
Philadelphia, Pennsylvania 19141
Communication
(2) A, C, OC (3) R: ACT, SAT, NR: SAT, G: (6) R: 3500, B: 3000, (7-8) Communication, (9) 80, (10) 180, (7-8) Business and Professional Communication, (9) 25, (10) 100, (11) AD-F: 0, AD-P: 0, PR-F: 3, PR-P: 3, (13) PRSSA, AWC, (14) Michael Smith, 215-951-1981, FAX 215-951-5043.

THE PENNSYLVANIA STATE UNIVERSITY

128 Carnegie Building
University Park, Pennsylvania 16802
Advertising and Public Relations Department
(1) ACEJMC, (2) L, C, OC (4) 3.3, N/A, (6) R&B: 9370, (11) AD-F: 9, AD-P: 3, PR-F: 7, PR-P: 0, (12) AD: 10, PR: 6, (13) AAF, PRSSA, (14) Robert Baukus, Department Head, 814-863-3800, FAX 814-863-8044.

TEMPLE UNIVERSITY

202 N. 13th Street
Annenberg Hall Room 300
Philadelphia, Pennsylvania 19122
School of Media and Communication, Department of Advertising
(1) ACEJMC, (2) C, (4) 2.0, (7-8) Advertising, (9) 120, (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.

Rhode Island

RHODE ISLAND COLLEGE

Providence, Rhode Island 02908-1991
Dept. of Communication

(2) L, (3) R: Upper 50% class level, ACT or SAT considered NR: Upper 50% class level, ACT or SAT considered (6) R&B: 9811
(11) AD-F: 1, AD-P: 1, PR-F: 1, PR-P: 2, (13) (14) Dr. Kay Israel, 401-456-8648, FAX 401-456-8415.

South Carolina

No schools listed

South Dakota

No schools listed

Tennessee

EAST TENNESSEE STATE UNIVERSITY

Box 70669

Johnson City, Tennessee 37614

Department of Mass Communication

(2) L, C, (3) R: ACT, NR: ACT, G: (6) R: 4532, B: 3220, R&B: 23901,
(11) AD-F: 2, AD-P: 1, PR-F: 2, PR-P: 1, (12) AD: 1, PR: 1, (13) AAF,
PRSSA, (14) Stephen Marshall, 423-439-7575, FAX 423-439-4645.

MIDDLE TENNESSEE STATE UNIVERSITY

1301 East Main Street

Murfreesboro, Tennessee 37132

School of Journalism

(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) 2.7, GPA in select
classes, (6) R&B: 3300,
(7-8) Bachelor of Science, (9) 83, (10) 269,
(11) AD-F: 3, AD-P: 0, PR-F: 4, PR-P: 0, (12) AD: 1, PR: 0, (13)
PRSSA, (14) Dwight Brooks, 615-898-2814, FAX 615-898-5866.

Texas

ABILENE CHRISTIAN UNIVERSITY

ACU Box 27892

Abilene, Texas 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, (6) R: 3790, B: 4820,
(7-8) Advertising/Public Relations, (9) 0, (10) 0,
(11) AD-F: 1, AD-P: 1, PR-F: 1, PR-P: 0, (12) AD: 2, PR: 3, (13) AAF,
PRSSA, (14) Dr. Cheryl Bacon, 325-674-2296, FAX 325-674-2139.

MIDWESTERN STATE UNIVERSITY

B110 Fain Fine Arts Center

Wichita Falls, Texas 76308

Mass Communication Department

(2) A, L, C, OC (3) R: Admissions requirements are not based on a
minimum GPA or test score NR: G: (4) Freshman, (6) R: 1830, B: 1400,
(7-8) Bachelor of Arts, (9) 27, (10) 130,

(11) AD-F: 1, AD-P: 5, PR-F: 1, PR-P: 5, (12) AD: 20, PR: 20, (13) AAF, PRSSA, (14) Dr. Jim Sernoe, 940-397-4391, FAX 940-397-4909.

SOUTHERN METHODIST UNIVERSITY

P.O. Box 750113
202 Umphrey Lee Center
3300 Dyer Street
Dallas, Texas 75275

Temerlin Advertising Institute

(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: 9700, B: 5150, R&B: 14850, (7-8) BA in Advertising (Creative, Brand Mgmt., Digital), (9) 0, (10) 160, (7-8) MA in Advertising (Creative, Strategic Brand Mgmt., (9) 7, (10) 13, (7-8) Minor in Advertising, (9) 0, (10) 25, (7-8) Minor in Graphic Design, (9) 0, (10) 40, (11) AD-F: 13, AD-P: 7, 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.

TEXAS CHRISTIAN UNIVERSITY

TCU Box 298060
Fort Worth, Texas 76129
School of Strategic Communication

(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, (6) R&B: 48530, (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.

TEXAS STATE UNIVERSITY

601 University Drive
Old Main 102
San Marcos, Texas 78666

School of Journalism and Mass Communication

(1) ACEJMC, (2) A, L, C, OC (3) R: ACT, SAT, Combination of high school rank and SAT or ACT score NR: ACT, SAT, Combination of high school rank and SAT or ACT score G: (4) 2.5, Sophomore, (6) R: 2428, B: 1069, R&B: 3497, (7-8) BS, Advertising and Mass Communication, (9) 93, (10) 234, (7-8) BS, Public Relations and Mass Communication, (9) 109, (10) 561, (11) AD-F: 4, AD-P: 4, PR-F: 6, PR-P: 3, (12) AD: 5, PR: 6, (13) AAF, PRSSA, AWC, (14) Harry Bowers, 512-245-2656, FAX 512-245-7649.

TEXAS TECH UNIVERSITY

3003 15th Street
Lubbock, Texas 79409
Department of Advertising; Department of Public Relations

(1) (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, (6) 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.

UNIVERSITY OF NORTH TEXAS

1155 Union Circle
Denton, Texas 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, (6) R&B: 7414, (7-8) BA in Journalism, (9) 56, (10) 982, (11) AD-F: 3, AD-P: 3, PR-F: 3, PR-P: 2, (12) AD: 4, PR: 6, (13) AAF, PRSSA, NABJ (14) Director Cory Armstrong, 940-565-2205, FAX 940-565-2370.

UNIVERSITY OF TEXAS AT AUSTIN

300 West Dean Keeton, A1200
Austin, Texas 78712
Stan Richards School of Advertising & Public Relations
(1) (2) A, L, C, OC (3) R: NR: G: GRE, (4) N/A, (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.

UNIVERSITY OF TEXAS - EL PASO

Cotton Memorial Building
500 W. University Avenue
El Paso, Texas 79968
Department of Communication, College of Liberal Arts
(1) (2) A, L, C, OC (3) R: ACT, SAT, NR: ACT, SAT, G: GRE/GMAT/TOEFL/IELTS/PTEs required
(11) AD-F: 2, AD-P: 1, PR-F: 2, PR-P: 0 (12) AD: 0, PR: 0, (13) AAF, PRSSA, (14) Carolyn Mitchell, 915-747-6292, FAX 915-747-5236.

WEST TEXAS A&M UNIVERSITY

P.O. Box 60754
Canyon, Texas 79016
Department of Communication
(1) (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 (6) R: 3330, B: 1589, (7-8) Public Relations/Advertising/Applied Communication, (9) 14, (10) 88, (7-8) M.A. in Communication, (9) 4, (10) 25,

(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.

Utah

BRIGHAM YOUNG UNIVERSITY

360 Brimhall Building
Provo, Utah 84602
Department of Communications
(1) ACEJMC, AACSB, ACBSP (2) A, L, C, OC (4) N/A, (6) R&B: 7200,
(7-8) Bachelor of Arts, (9) 350, (10) 800,
(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.

Vermont

No schools listed

Virginia

RADFORD UNIVERSITY

Box 6932
Radford, Virginia 24142
School of Communication
(2) L, C, (3) R: ACT, SAT, High School Transcripts NR: ACT, SAT, High School Transcripts G: (4) 2.0, Freshmen, (6) R&B: 7498,
(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.

VIRGINIA COMMONWEALTH UNIVERSITY

901 West Main Street
Temple Building, Room 2216
Richmond, Virginia 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, (6) R: 5432, B: 1860, R&B: 7292,
(11) AD-F: 5, AD-P: 16, PR-F: 5, PR-P: 9, (12) AD: 6, PR: 7, (13) PRSSA, (14) Dr. Hong Cheng, 804-828-2660, FAX 804-828-9175.

Washington

No schools listed

Washington, D.C.

THE GEORGE WASHINGTON UNIVERSITY

2201 G. Street NW
Funger Hall, Suite 301
Washington, District of Columbia 20052
The George Washington University School of Business, Department of Marketing

(1) AACSB, (2) A, C, OC (3) R: ACT, SAT, Average SAT Scores of admitted students: 1840-2060. Average ACT Scores of admitted students: 27-31 NR: ACT, SAT, Average SAT Scores of admitted students: 1840-2060. Average ACT Scores of admitted students: 27-31. G: (4) High School Graduate, (6) R&B: 11370, (11) AD-F: 14, AD-P: 20, PR-F: 0, PR-P: 0, (13) AAF, BMA, IABC NABJ (14) Jackson Lassiter, 202-994-4530, FAX 202-994-0283.

West Virginia

MARSHALL UNIVERSITY

1 John Marshall Drive
100 Communications Building
Huntington, West Virginia 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, (6) R: 5908, B: 3638,
(7-8) Bachelor of Arts, (9) 64, (10) 267,
(7-8) Master of Arts in Journalism, (9) 9, (10) 15,
(7-8) Certificates-Media Mgt., Digital Comm., Strat. Com, (9) 3, (10) 5,
(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.

WEST VIRGINIA UNIVERSITY

313 Martin Hall
Morgantown, West Virginia 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, (6) R: 9024
(11) AD-F: 5, AD-P: 2, PR-F: 5, PR-P: 8, (12) AD: 0, PR: 0, (13) AAF, PRSSA, NABJ (14) Dr. Sammy Lee, 304-293-6053, FAX 304-293-3072.

Wisconsin

MARQUETTE UNIVERSITY

1131 West Wisconsin Avenue
Johnston Hall
Milwaukee, Wisconsin 53233
Strategic Comm
(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: 5000, 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.

UNIVERSITY OF WISCONSIN - OSHKOSH

800 Algoma Boulevard
Oshkosh, Wisconsin 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, (6) R: 4016, B: 2686, R&B: 6702,
(7-8) Bachelor's, (9) 10, (10) 50,

(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.

UNIVERSITY OF WISCONSIN - STEVENS POINT

1101 Reserve Street
Stevens Point, Wisconsin 54481
Division of Communication
(2) A, L, C, OC (3) R: Avr ACT Comp 21-25 NR: G: GRE is recommended (4) 2.5, N/A, (6) R: 3588, B: 2340, R&B: 5982,
(11) AD-F: , AD-P: , PR-F: 3, PR-P: 1, (12) AD: 0, PR: 4, (13) PRSSA,
(14) Dr. Jim Haney, 715-346-3409, FAX 715-346-4769.

UNIVERSITY OF WISCONSIN - WHITEWATER

800 West Main Street
400 Heide Hall
Whitewater, Wisconsin
(2) (3) R: NR: G: (4) 2.5, Freshman,
(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.

International

AAA SCHOOL OF ADVERTISING

1st Floor, ACA House, Bridge on Bond
Johannesburg, International 2194
AAA School of Advertising
(4) Other,
(7-8) BA in Marketing Communication, (9) 0, (10) 0,
(7-8) BA in Creative Brand Communication , (9) 0, (10) 0,
(11) AD-F: 2, AD-P: 2, PR-F: 0, PR-P: 0, (12) AD: , PR: , (13) (14) Dr.
Ludi Koekemoer, +27117812772/3, FAX +27117812796/7.

BURAPHA UNIVERSITY

169 Longhardbangsaen Road
Saensuk, Muang, Chonburi
Department of Communication Arts, Faculty of Humanities and Social Sciences
(7-8) Master of Communication Arts (Marketing Communication), (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, (14) Chompunuch
Punyapiroje, 038-102350 ext. 1.

HONG KONG BAPTIST UNIVERSITY

Room CVA930
Communication and Visual Arts Building
Hong Kong
Department of Communication Studies
(2) L, (6) R: HKD9400, B: HKD2700,
(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, (14) Ms.
Monica Chau, (852)34117224, FAX (852)34117890.

NANYANG TECHNOLOGY UNIVERSITY

#04-39, 31 Nanyang Link
Singapore, Singapore 637718
Wee Kim Wee School of Communication and Information
(2) A, L, C, OC (6) R: \$210 -, B: , R&B:
(7-8) Bachelor of Communication Studies, (9) 0, (10) 0,

(11) AD-F: 12, AD-P: , PR-F: 12, PR-P: , (14) 65-6790 4577, FAX 65-67915214.

QUEENSLAND UNIVERSITY OF TECHNOLOGY

3 George Street
Brisbane, Queensland 4000
School of Advertising, Marketing and Public Relations
(1) AACSB, (2) C, OC.

THE RED & YELLOW SCHOOL

40 Sir Lowry Road
Cape Town, West Cape 8001
Marketing, Advertising & Communications
(2) A, OC (4) Diploma/Degree,
(11) AD-F: 2, AD-P: 5, PR-F: 0, PR-P: 0, (14) Shereen van Schoor,
+27214621946, FAX +27214614535.

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 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.

Is your program listed in this document?

WHERE SHALL I GO TO STUDY ADVERTISING AND PUBLIC RELATIONS?

HAS ENTERED THE DIGITAL AGE

If your school or program did not appear in this directory, whether it is in the United States or elsewhere, you can be sure it is added to the next edition. *There is no fee whatsoever.* After all, this directory is compiled on behalf of the American Academy of Advertising as a service to prospective students, guidance counselors, and ad/pr programs.

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