

AEJMC 2015 Graduate Student Info Expo Participating Schools

These schools participated in AEJMC's 2015 Graduate Student Info Expo held Aug. 8 during the AEJMC Conference in San Francisco. Details of the schools' journalism/mass communications graduate programs can be found below.

Boston University
Bowling Green State University
Michigan State University
Pennsylvania State University
Syracuse University
Temple University
University of Kansas
University of Kentucky
University of Miami
University of Minnesota
University of Missouri
University of Oklahoma – Gaylord College
University of Oregon
University of Texas at Austin

Boston University College of Communication

In the Boston University College of Communication (COM), new media, innovation, communication, and a passion for storytelling intersect. Students at COM gain an edge on their peers by understanding and doing what communication is today – and what it will be tomorrow. And, the city of Boston and the surrounding areas provide an unmatched higher education atmosphere and a wealth of job and internship opportunities for students.

At COM, we're breaking new ground with graduate programs in Media Ventures, Emerging Media Studies, and Cinema and Media Production. But we're also reinventing traditional industries and infusing them with the latest new media technologies: programs in Public Relations, Journalism, and Advertising rest at our core.

Our complete list of program offerings:

- Advertising (MS)
- Applied Communication Research (MS in Mass Communication)
- Cinema and Media Production (MFA)
- Communication Studies (MS in Mass Communication)
- Emerging Media Studies (MA and PhD)
- Film and TV Studies (MFA in Film)
- Journalism (MS)
- Mass Communication and Law (JD/MS Dual Degree)
- Media Ventures (MS)
- Public Relations (MS)
- Science Journalism (MS)

- Screenwriting (MFA)
- Television (MS)

For more information, please visit:

www.bu.edu/com.grad

www.twitter.com/bucomgrad

www.facebook.com/bucomgrad

Bowling Green State University School of Media & Communication

The graduate programs in the School of Media & Communication at Bowling Green State University offer students a variety of options to aid them in their academic and professional pursuits. The School offers a Ph.D. program, a generalist MA, three MA specializations, and three graduate certificates.

The School prides itself in providing a collaborative environment where multiple perspectives and approaches to the study of media and communication thrive and contribute to mutual enrichment. As one of the nation's most diverse programs in media and communication, our doctoral program is founded on the principle of inclusiveness. The doctoral program in Media and Communication is designed to prepare students for a career in scholarship, academic research, and teaching at the university and college levels.

Our generalist MA program offers great breadth and depth to meet a broad spectrum of scholarly needs for students. Students in this track are preparing for doctoral study and a future academic career.

The master's program also offers three specializations:

- **International/Intercultural Communication:** This specialization is designed to meet the increasing needs of individuals and organizations to communicate more effectively in international/intercultural contexts. It enhances students' capacity for effective communication by raising international/intercultural understanding and sensitivity.
- **Social & Interactive Media:** This specialization is designed to meet the needs of a rapidly changing media and communication industry while providing intellectual leadership to the study of social and interactive media. Founded primarily on the social scientific knowledge of social and interactive media for their strategic applications, this program also exposes students to the process of online and interactive media production to help them better understand the technology and apply it to their practice or research.
- **Strategic Communication:** This specialization is designed for media and communication professionals working in corporations, non-profit organizations, and media companies to coordinate and execute various communication functions such as public relations, advertising, and social media. The program is geared toward professionals with a minimum of three years of professional experience who desire to update their knowledge and skills to advance in their current positions or to explore new career opportunities.

These specializations are also available as graduate certificates: Graduate Certificate in International/Intercultural Communication; Graduate Certificate in Social & Interactive Media; Graduate Certificate in Strategic Communication.

Michigan State University School of Journalism

Master's of Arts Degree in Journalism

Our master's students have different backgrounds and different reasons for pursuing a master's degree.

Some of our students may be grouped into one of the following areas:

- Are returning professionals who want to update their skills.
- Have a BA in another area and want a new career in journalism.
- Come straight from a journalism undergrad degree and want to pursue a specialization.
- Want to kick-start a career in academia and pursue a Ph.D.

Our program has a track for professional development and a track for academic and research training. We can accommodate students wanting to learn fundamental skills in journalism, the latest communication technologies, a specialization, applied or academic research methods or better understand the relationship between society and media.

Our students graduate with a great project to show to prospective employers, or an internship that might open doors to a new job or a thesis to gain experience in research and theory in a topic that inspires them.

Special concentration areas include health, environment and science; international and journalism education.

For more information, please see the academic catalog and the admissions process.

You may also contact the director of the journalism grad program: Geri Alumit Zeldes, Ph.D., alumitge@msu.edu

Media and Information Studies Ph.D.

The School of Journalism is a collaborator in the Media and Information Studies (M.I.S) Ph.D. program.

Students choose Journalism as their home department if they would like to study any aspect of journalism (text and visual communication) and its relationship to societies in our global village. Our students also study the industry, audiences and traditional media and innovative technologies influences. And, they work with faculty on issues concerning social media, health and environment, and international studies, among myriad other topics of their choosing.

We invite you to join other students in this exciting interdisciplinary field that is at the intersection of the social sciences, traditional media and socio-technical systems. Students develop and apply knowledge about media and information and communication technologies. They become active scholars, teachers, and leaders in media and information fields in industry and at universities across the globe.

Our M.I.S. Ph.D. program is ranked among the top 10 of all doctoral programs in communication in the United States, according to the National Research Council (NRC). Our faculty and the

colleges Ph.D. programs were placed No. 1 in educating researchers in communication technology, and were in the top four in mass communication, according to the most recent National Communication Association (NCA) rankings. In addition, we were ranked third in faculty publications and student authorship in a study reported in *The Electronic Journal of Communication*.

For more information about studying journalism through the Media and Information Studies program, please contact Geri Alunit Zeldes, Ph.D., atalunitge@msu.edu.

Penn State College of Communications

M.A. in Media Studies and Ph.D. in Mass Communications

The College of Communications at Penn State offers the M.A. in Media Studies and the Ph.D. in Mass Communications. The curriculum allows students to design a program of study tailored to their interests, choosing from an array of classes that explore theory and research methods in mass communication. Students work closely with advisers and faculty committees in choosing course work to support and expand their expertise. Doctoral students are provided mentorship and experience in classroom teaching.

The college's special enterprises – including the Media Effects Research Laboratory, the Arthur W. Page Center for Integrity in Public Communication, the John Curley Center for Sports Journalism, and the Institute for Information Policy – bring faculty members and students together around cutting-edge research initiatives. Students and faculty have jointly presented research at dozens of conferences. They also have published articles in numerous scholarly journals including the *Journal of Advertising*, *Journalism and Mass Communication Quarterly*, *Computers in Human Behavior*, *Journal of Sports Media*, and *Newspaper Research Journal*. Students receive generous support for travel to conferences. They may also apply for internal research grants and they receive guidance in seeking external funding.

Graduates of the college hold faculty positions at an array of colleges and universities including Bates College, Virginia Tech, Louisiana State University, Clemson University, Susquehanna University, Niagara University, Elon University, University of Missouri, University of Florida, and University of Connecticut. They also hold positions at AccuWeather, Nickelodeon, Media Kitchen, and the Pacific Telecommunications Council.

Syracuse University Newhouse School

The Newhouse School at Syracuse University is one of the nation's premier communications schools where talented students come to study and learn from top industry professionals. We pride ourselves on the highest caliber education made possible by an incredible, forward-thinking faculty and state-of-the-art facilities.

We offer 13 on-campus, professional master's degree programs in public communications, most of which can be completed in one calendar year. They are: Advertising; Arts Journalism; Audio Arts; Broadcast and Digital Journalism; Computational Journalism; Documentary Film and History; Magazine, Newspaper and Online Journalism; Media and

Education; New Media Management; Photography; Public Diplomacy; Public Relations; Television, Radio and Film.

We also offer a part-time, online master's degree in Communications with three different tracks: advertising, public relations, and journalism innovation; an executive master's program in Communications Management for public relations professionals; an academic master's program in Media Studies; and a doctoral program in Mass Communications.

Temple University School of Media and Communication

Temple University's School of Media and Communication provides graduate education that excels in new media, social engagement and global development. The School of Media and Communication is located in Philadelphia – the ideal location to pursue graduate education in media and communication. Philadelphia is the fourth-largest media market, and is well positioned between Washington, D.C. and New York City. This cosmopolitan, diverse and fast-moving city is an excellent setting to study and pursue opportunities.

- **Master of Journalism**
The Master of Journalism (M.J.) degree is designed for students who want to work in today's every-changing media environment. Academic and professional course work emphasizes a multimedia/multi-platform approach grounded in a solid understanding of reporting, writing, editing, ethics and law. The M.J. program is committed to helping aspiring journalists develop into engaged and innovative professionals.
- **Media Studies and Production, M.A.**
Designed to be flexible, the M.A. program involved students in the study of media industries and technologies, social and cultural processes of communication, and media networks and organizations. The program prepares students for an array of post-graduate career options in communication. Students may complete professional media training and internships or they may pursue a course of study toward a doctoral program.
- **Communication Management, M.S.**
Students learn to manage and apply strategic communication as part of a leadership team. Using advanced skills in research management, problem-solving and issues management, students gain relevant management and communication competencies to build effective relationships between all types of organizations and their publics.
- **Globalization and Development Communication, M.S.**
This one-year program involves 30 hours of course work on communication theory and research methods. While the Globalization and Development Communication program includes training in research skills and theory, it emphasizes effective action and involves a practicum capstone experience. It tailors academic training to the needs of practitioners, policy makers and project managers.
- **Media and Communication, Ph.D.**

The Media and Communication curriculum offers a strong foundation in research and methodology and is oriented around the institutions and social processes of media and communication. Students are mentored through individualized courses and participate in faculty research and publications.

University of Kansas School of Journalism and Mass Communications

The University of Kansas School of Journalism and Mass Communications offers both academic and professional graduate experiences, including an accredited integrated marketing degree, a traditional master's degree, a hybrid online certificate program, and a Ph.D.

Integrated Marketing Communications

The Integrated Marketing Communications Master of Science in Journalism program trains professional communicators to find solutions for business problems from a managerial perspective. The curriculum emphasizes the integration of marketing communications specialties, including research, marketing ethics, writing, creativity, innovation, branding, sales and leadership. The program is designed for part-time, evening study to accommodate working adults.

KU's integrated marketing degree is one of just 24 graduate programs accredited by the Accrediting Council on Education in Journalism and Mass Communications.

Digital Content Strategy

KU's master's degree in digital content strategy provides skills in data and social media while giving students the flexibility to complete most of their work online.

The program is built on two specialty certificates, one in social media strategy and one in gathering, analyzing and communicating data. Students may complete either of the certificates or combine both for a master's degree. Courses will match journalism instructors with data and media experts from KU Libraries, providing a unique perspective on today's information landscape.

The program begins June 2016 with five days of instruction on the Lawrence campus. The rest of the certificate courses will be offered online, followed by another brief stay on the Lawrence campus.

Master of Science in Journalism

The Lawrence-based Mass Communications MSJ program offers professional and thesis courses, emphasizing the study of real-world media issues, critical thinking skills, and media use. The program provides advanced professional and scholarly skills that will allow you to operate at the highest levels of the industry. In the two-year program, students take advanced seminars and a concentration of their own choosing.

Ph.D. in Journalism and Mass Communications

KU's Ph.D. program offers innovative and rigorous education in research skills leading to original research and the creation of knowledge. The Ph.D. program prepares students to enter academia at tenure-track positions with exceptional teaching and research skills.

Working closely with faculty, students develop a rich portfolio of publishable empirical and theoretical research that prepares them for positions at Research I institutions.

For more information, please check out the website (<http://journalism.ku.edu/degrees>) or contact Associate Dean Scott Reinardy (Reinardy@ku.edu; 785-864-7691, or Administrative Assistant Jammie Johnson (jamjohn@ku.edu; 785-864-7949).

University of Kentucky College of Communication and Information

The College of Communication and Information offers programs leading to the Master of Arts and Doctor of Philosophy degrees in Communication, as well as a dual master option through the School of Library and Information Science. Additionally, we offer the unique opportunity to obtain Graduate Certificates in Health Communication, Instructional Communication, and Risk Sciences independent, or as part, of the graduate degree.

We approach the study of communication and information as social sciences with an emphasis on both theory construction and empirical research methods in order to generate knowledge about communication and information as core processes. Our students benefit from broad foundational understanding of the disciplines, as the 54 graduate faculty in the program draw from each academic unit in the College of Communication and Information (i.e. the Department of Communication, the Department of Integrated Strategic Communication, the School of Journalism and Telecommunications, and the School of Library and Information Science) as well as outside of the college (i.e. the College of Agriculture, Food and Environment, the College of Medicine, and the College of Public Health).

Students may develop a program of study emphasizing (or combining) research areas such as health communication, information studies, instructional communication, media and mass communication, as well as risk and crisis communication. We have a long history of encouraging collaboration among communication and information professionals to conduct research that will contribute to the well-being of citizens.

Our program is designed to serve the needs of students whose goals may include teaching and academic research, professional research, or communication and/or information careers in the media or other organizations. Many of our doctoral students secure tenure-track positions at Research I institutions. Other successful graduate placements include research director for the Cancer Information Service, senior health communication specialist for the Centers for Disease Control and Prevention, and associate vice president for a large health care system.

We invite you to visit the University of Kentucky and see for yourself why we are so proud of this prestigious program.

University of Miami School of Communication

The 4-year fully funded *Ph.D. program* focuses on communication for social change including health, environmental, international, intercultural, and organizational communication, as well as journalism studies and media development. In essence, students will conduct research, engage in immersive experience, and translate these into evaluation-based practice for the well being of the world.

The 18-month *Journalism MA* program in the Department of Journalism and Media Management is a converged program that works for both students with experience or with undergraduate courses in journalism as well as those with no background. The program is an intensive combination of academic study and hands-on practice designed to develop competitive, high-level, cross-platform digital storytelling skills appropriate for today's media landscape.

The 2-year *Public Relations MA* program in the Department of Strategic Communication combines hands-on learning and instruction in theory and communication research. Through engaging coursework, students learn to promote a client's business, image, product, or service in the national and international marketplace and develop the skills to become successful strategists, managers, and communicators. Students graduate fully prepared to practice in today's quickly evolving digital world.

The 2-year *Communication Studies MA* program in the Department of Communication Studies helps students develop an advanced understanding of the human communication process and the interdisciplinary nature of the communication field. Students may select the General Communication Studies, Health Communication, or Organizational Communication track. The program specializes in the rapidly developing field of health communication through collaborative work with UM's Miller School of Medicine and other campus resources.

The 2-year *MFA in Interactive Media* program in the Department of Cinema and Interactive Media aims to prepare a new generation of innovators and leaders in the field of interaction design. Its mission is to explore the use of technology, design, and human behavior, and their impact on communication. The multidisciplinary curriculum brings together students from different backgrounds to learn about games, mobile, data visualization, interaction design, and other emerging technologies. *The program was ranked a top 25 graduate game design program by The Princeton Review.*

The 3-year *MFA in Motion Pictures* program in the Department of Cinema and Interactive Media emphasizes critical understanding of moving image practice in diverse social and cultural contexts for the creation of work that is relevant and impactful. Students may pursue a flexible specialization in Producing, Directing, Screenwriting, Editing, Cinematography, Sound, and Interactive Media creation. The annual Canes Film Showcase in Los Angeles screens student work for film professionals and provides a unique one-on-one critique from inside Hollywood.

University of Minnesota
School of Journalism & Mass Communication

The graduate program at the University of Minnesota School of Journalism & Mass Communication prepares students to conduct research in the mass communication field through interdisciplinary coursework and research projects tailored to student interests. Students study and develop research in collaboration with award-winning faculty and, upon graduation, are prepared to become the next generation of mass communication researchers.

Ph.D. in Mass Communication

The program prepares independent scholars for academic careers in teaching and research in mass communication and related fields. Students will gain a solid foundation in the discipline through multifaceted exploration of the theories and methods that influence the shape and scope of mass communication research. See more at <http://cla.umn.edu/sjmc/graduate/degrees/phd-mass-communication>

M.A. in Mass Communication

The curriculum's interdisciplinary nature allows students to develop unique research projects tailored to individual interests. Upon graduation, students are prepared to begin doctoral study, a career in communications policy or research, or as an educator at a community college. Learn more at <http://cla.umn.edu/sjmc/graduate/degrees/masters-programs/ma-mass-communication>

Dual Degree

The M.A./J.D. or Ph.D./J.D. dual degree is conducted in partnership with the Law School. This degree prepares students to conduct scholarly research in the field of mass communication and law concurrently. Upon graduation, students will be prepared for a career in media law or communications policy. See more at <http://cla.umn.edu/sjmc/graduate/degrees/majd-phdjd-mass-comm-law-dual-degree>

Top Reasons to Choose the University of Minnesota:

Top Funding Opportunities

Minnesota offers one of the best funding packages in the country. Packages include tuition waivers, graduate research or teaching appointments, salary stipends, health care benefits and \$1,500 annual conference travel stipends.

Located in Thriving Media Market

The University of Minnesota is located in the heart of Minneapolis-St. Paul, which is home to more than 300 advertising/PR agencies, two daily newspapers, six television stations and 15 Fortune 500 companies.

Research Facilities

From focus group rooms to eye-tracking devices, our program offers top-of-the-line research facilities, and houses two research centers, the Silha Center for the Study of Media Ethics and Law and the Minnesota Journalism Center. Students receive office space and access to state-of-the-art technology.

Alumni Network

Our alumni hold prominent positions within academia both nationally and internationally, including deans, chairs, directors, directors of graduate study, as well as professorships at top-ranked universities.

Interdisciplinary Study

Students explore multiple areas of mass communication through interdisciplinary research. From political science to public health, students can diversify research and collaborate with faculty across the university.

University of Missouri School of Journalism

The Missouri School of Journalism is a recognized leader in graduate study in journalism and strategic communication, and conferred the first master's and doctoral degrees ever awarded in our field in 1921 and 1934, respectively. The Missouri School of Journalism has over 20 program models in the on-campus and online master's programs, and 8 areas of faculty focus in the doctoral program.

Our graduates hold leadership positions at major news outlets, magazine titles, broadcast networks and cable stations as well as global public relations and advertising agencies. They are award-winning faculty at outstanding colleges and universities who conduct major research studies. Doctoral graduates of recent years are now on the faculties of Kansas and Kansas State, Oklahoma and Oklahoma State, Illinois, Iowa, Louisiana State, Mississippi, Florida and Florida State, Oregon, and other accredited journalism programs.

You will find a rich intellectual environment at the Missouri School of Journalism. The doctoral faculty consists of 18 respected scholars in every area of journalism, mass communication and strategic communication. There are an additional 16 doctoral faculty from across our campus that hold courtesy appointments in journalism and are actively involved with our doctoral students. Our school has 8 centers and institutes where graduate students are involved in all aspects of research. Your student peers will be some of the most prolific producers of research in the field, as witnessed by our top performances at the annual meeting of the Association for Education in Journalism and Mass Communication.

We look forward to speaking with you about the many opportunities that await graduate students who join us in the pursuit of better mass communication processes. If you have specific questions about how you can best make use of our educational program, please don't hesitate to contact us.

You can find more information online at <http://journalism.missouri.edu>.

University of Oklahoma Gaylord College of Journalism and Mass Communication

Graduate programs at the Gaylord College of Journalism and Mass Communication allow students from various professional and academic backgrounds to collaborate with leading faculty – and each other. Gaylord Graduate programs provide support and flexibility for achieving individual goals. Master's level classes are scheduled to accommodate working professionals, and assistantships and fellowships are available for both master's and doctoral students.

The *Master of Arts (M.A.) program* is designed for students seeking an advanced degree in Advertising, Creative Media Production, Journalism, Media Management and Public Relations. The *Master of Professional Writing (MPW) program* is designed to develop and refine commercial and professional writing skills for students interested in writing fiction, nonfiction, novels and screenplays.

The *Doctoral (Ph.D.) program* allows students to work with leading research faculty on projects across the field of communication and mass communication. Individual research interests are encouraged. Our program includes three broad categories: Media Arts, News and Information and Strategic Communication. The program features a strong grounding in a range of theoretical foundations, research methods, an emphasis on regular interaction between students and faculty about research, an expectation of student excellence in teaching and opportunity for flexible, interdisciplinary study in an outside area of concentration.

University of Oregon School of Journalism and Communication

The University of Oregon School of Journalism and Communication graduate programs provide a dynamic environment for storytellers and scholars to build on their professional strengths, engage with world-class faculty and develop the foundation necessary to succeed in the ever-changing media and academic landscape.

Our interdisciplinary curriculum offers students the opportunity to expand their skillsets and earn credentials needed to achieve their goals. Through small group and individual instruction, rigorous coursework, and the integration of theory and practice, SOJC graduate programs will prepare students to become leaders and innovators in their fields.

At our Eugene campus, students are immersed in a rich academic setting with master's and PhD programs in Media Studies, as well as a professional master's program in Journalism. Advanced graduate courses enable students to develop their understanding of the emergent media landscape and prepare for their professional futures.

Our Portland campus is located in the heart of an exciting urban media hub in Old Town. Portland's unique culture offers an ideal backdrop for students interested in pursuing a master's degree in Multimedia Journalism or Strategic Communication. Evening and weekend classes at the George S. Turnbull Center aim to meet the needs of working professionals seeking to advance in their careers.

University of Texas at Austin School of Journalism

A Ph.D. from the University of Texas School of Journalism is a research-intensive degree, preparing student to become active and productive researchers in quantitative and qualitative approaches. The degree is flexible, allowing students to specialize in topics of

their choice rather than predetermined areas. Students from Texas are among the most prolific producers of papers at conferences such as AEJMC.

The professional master's program allows students to specialize in one of four tracks – accountability journalism, culture/entertainment/sports, visual storytelling, and international journalism. UT also has a research and theory master's degree, preparing students for a Ph.D., and a hybrid of the professional/research and theory degree.

For more information, please visit <http://journalism.utexas.edu/graduate/graduate-program>