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AUTHOR Ross, Billy I., Ed.
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ABSTRACT

The information in this booklet has been compiled to help students select a college or university where a program in advertising education is offered. Information for each of the 110 programs listed in the booklet includes: (1) title of program; (2) specific degrees obtainable; (3) accreditation; (4) number of advertising students and graduates; (5) number of full-time faculty teaching one or more advertising courses per year; (6) number of scholarships available; (7) financial assistance available; (8) entrance requirements for the university and the program; (10) cost; and (11) the person to write to for more information. (RS)

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WHERE SHALL I GO TO COLLEGE TO STUDY ADVERTISING?

1990 Edition

Edited by Billy I. Ross

ADVERTISING PROGRAMS

in

UNITED STATES

COLLEGES AND UNIVERSITIES

Edited by

Billy I. Ross, Ph.D.

Distinguished Visiting Professor

Louisiana State University

Baton Rouge, Louisiana

Donald G. Hileman (1925-1984)

Co-Editor 1965-1984

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FOREWORD

The information in this booklet has been compiled to help you select a college or university where a program in advertising education is offered. It is not the intent of this booklet to evaluate the schools listed; rather it is to list the schools that propose to offer some sort of advertising training, and to present some of the pertinent data about these programs which might be of value to you in making your decision on which to attend.

In most instances these are schools which provide a liberal professional advertising education. The liberal implying a good general education in arts, sciences and humanities and the professional adding certain specialized knowledge and skills necessary to the practice of advertising.

Advertising programs are found in two major areas of the university, journalism/mass communications and business (more specifically, marketing). Some universities listed have programs in both areas. Where the program is journalism/mass communications, emphasis is usually placed on the creative or writing end of advertising and the education will provide the student with additional knowledge and skills in writing and editing.

Where the program is found in business or marketing, the emphasis will largely be on the planning and management end of advertising and the student will be taking additional work in courses involving general business practices. In many instances where the program is in journalism/mass communications, students are encouraged to take additional work in marketing and vice versa.

Some detailed information about these programs is presented in this booklet, but it is hoped that the prospective students will use this booklet as a reference to select a half dozen or so schools which he/she feels offers the type of program he/she might want and then contact the Dean, Director, or Chairman for more specific information.

KEY TO PROGRAM INFORMATION

The schools listed have indicated programs designated to educate students interested in a career

in advertising. The minimum requirements for a school to be listed in the booklet include: 1. that the school has indicated a recommended sequence of courses for the advertising student; 2. that the school's catalogue states that an advertising program exists; and 3. that the school requires at least three specifically titled advertising courses.

Information on each program following the name of the university or college, the department, and the city will be keyed according to the numbers and classifications listed below. Where numbers are omitted information was not available.

(1) Title of the program. **Advertising Major** implies an arrangement of courses, including a core of advertising courses, designed to educate students for careers in advertising. This usually means the degree will be in advertising and will carry that title on the degree. Such programs are found both in journalism/mass communications and business.

Advertising Sequence is used primarily in journalism/mass communications. It is a term used for the organization of the curriculum in journalism/mass communications into certain subcurricula 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 in advertising.

The 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 the terms are used to describe programs that are less specialized than **Sequence** or **Major**. Approximately 10% of the schools included in the booklet use these program names.

(2) Specific degrees obtainable.

(3) Accreditation:

All of the colleges and universities represented in this booklet have been accredited by the general accrediting bodies in their regions. In addition, some of the journalism programs have been accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) and some schools

of business by the American Association of Collegiate Schools of Business (AACSB).

(4) a. Number of Advertising Graduates:

B -- Bachelor's Degree

M -- Master's Degree

D -- Doctor's Degree

b. Number of Advertising Students:

F&S--Freshmen and Sophomores;

J&S--Juniors and Seniors;

G--Graduate

(5) Full-time Faculty (primary source of income from teaching) members on the staff teaching one or more advertising courses per year.

(6) Number of scholarships available.

(7) Financial Assistance Available:

A--assistantships

L--loans

C--on-campus employment

OC--off campus employment

(8) Entrance Requirements (University):

R--resident of state

NR--out-of-state residence

U--upper (will be followed by figures such as 2/3rds) referring

to high schools class standing

L--Lower (same comment above applies)

All programs require a high school diploma or passage of the GED (General Education Degree). In addition, most schools require passage of special entrance tests.

(9) Entrance Requirements (Schools or Department):

Some schools require a Grade Point Average higher than the all-university requirement. This is noted. In addition, some school require the student to have attained junior status. This is noted. Some require passage of special examinations in addition to the university tests. This is noted.

(10) Cost: (9-month academic year)

T&F--tuition and fees (in state)

OS--out-of-state tuition and fees

R--room rental

B--Board

R&B--room and board figures as one item

(11) AAF, College Chapters

(12) The person to write for more information

ALABAMA

UNIVERSITY OF ALABAMA

Tuscaloosa, AL 35487-0172

Department of Advertising-Public Relations

(1) Major (2) BA MA PhD (3) ACEJMC (4) a. 110B, 3M
b. F&S 259, J&S 214, M 16, D 2 (5) 6 (6) 6 (7) A,C
(8) ACT or SAT (9) Language Proficiency, 2.0 GPA on
4.0 scale (10) T&F R \$1860; OS \$2310; R&B \$1500
(11) AAF (12) John Eighmey, Chairman (205)348-5457

ALASKA

UNIVERSITY OF ALASKA ANCHORAGE

Anchorage, AK 99508

Department of Journalism and Public Communications

(1) Sequence (2) BA (4) a. 5B b. F&S 28, J&S 23 (5)
1 (6) 2 (7) L,C,OC (10) T&F R \$971; OS \$2797 (11) R
\$1800 (12) Sylvia Broady (907)786-1329 (Current
information not furnished)

ARIZONA

ARIZONA STATE UNIVERSITY

Tempe, AZ 85287

Department of Marketing

(1) Option (2) BS (3) AACSB (4) a. 27B b. F&S 39
(5) 2.5 (6) 2 (7) A,L,C,OC (8) ACT or SAT (10) T&F
R \$1362; OS \$4484 R&B \$4000 (12) Michael P. Mokwa,
Chair (602)965-3622

NORTHERN ARIZONA UNIVERSITY

Flagstaff, AZ 86011

School of Communication

(1) Major (2) BS (4) a. 40B b. F&S 80, J&S 85 (5) 2
(6) 13 (7) A,L,C,OC (8) ACT or SAT (10) T&F R
\$1412; OS \$5004; R&B \$2450 (11) AAF (12) Norman J.
Medoff (502)523-2521

ARKANSAS

ARKANSAS STATE UNIVERSITY

State University, AR 72467

College of Communications

(1) Emphasis (2) BS (3) ACEJMC (4) a. 12B b. F&S
49, J&S 51 (5) 3 (7) L,C (10) T&F R \$1200; OS
\$2450; R&B \$2190 (11) AAF (12) Robert Swearingin
(501)972-2076

UNIV. OF ARKANSAS AT LITTLE ROCK

Little Rock, AR 72204

College of Business Administration

(1) Major (2) BBA MBA (3) AACSB (4) a. 41B, 2M b. J&S 110, M 2 (5) 3 (6) 4 (7) A,L,C,OC (8) ACT (9) 3.2 GPA, Jr standing (10) T&F \$1400; OS \$3450; no on-campus housing (11) AAF (12) Gene G. McCoy, Coordinator (501)569-3358

CALIFORNIA

CALIFORNIA STATE UNIVERSITY

FULLERTON, CA 92634

Department of Communications

(1) Sequence (2) BA MA (3) ACEJMC (4) a. 230B, 18M b. F&S 60, J&S 300, M 15 (5) 5 (6) 13 (7) A,L,C,OC (8) U 1/3 or test (9) test (10) T&F R \$800; OS \$5200 (11) AAF (12) Dr. Edgar P. Trotter, Chair (714)773-3108 (Current information not furnished)

CALIFORNIA STATE UNIVERSITY

LOS ANGELES, CA 90032

Department of Communication Studies

(1) Sequence (2) BA (4) a. 20B b. F&S 10, J&S 15 (5) 1 (6) 3 (7) A,L,C,OC (10) F R&OS \$290 per quarter; T OS \$126 per unit; R \$2,142 (12) Donn Silvis (213)343-4200

PEPPERDINE UNIVERSITY

Malibu, CA 90265

Communication Division, Seaver College

(1) Major (2) BA MA (4) a. 26B, 4M b. F&S 43, J&S 56, M 2 (5) 1 (7) A,L,C,OC (8) 3.2 HS GPA; SAT 1000 or ACT 24 (9) Soph GPA 2.5(4.0) pass language skills exam (10) T&F \$12,100; R&B \$4900 (11) AAF (12) Bert Ardoin (213)456-4258

SAN DIEGO STATE UNIVERSITY

San Diego, CA 92182

Journalism Department

(1) Emphasis (2) BA (3) ACEJMC (4) a. 180B (b) F&S 305, J&S 290 (5) 2 (7) L (8) U 1/2 (10) T&F \$368; OS \$1500; no on-campus housing (12) Prof. Jessica Severn (619)594-5493

SAN JOSE STATE UNIVERSITY

San Jose, CA 95192

Department of Journalism and Mass Communications

(1) Major (2) BS MS (3) ACEJMC (4) a. 152B b. F&S 204, J&S 516 (5) 7 (6) 3 (7) L,C,OC (8) HSG U 1/3 + ACE score + GPA (10) F R \$904; OS \$904 + \$189 per unit; R&B \$3720-\$4180 (11) AAF (12) Marshall Raines (408)924-3248

COLORADO

UNIVERSITY OF COLORADO

Boulder, CO 80309

School of Journalism and Mass Communication

(1) Sequence (2) BS MA PhD(3) ACEJMC (4) a. 69h, 2M
b. J&S 130; M 5 (5) 4 (6) 3 in-state tuition (7)
A,L,C,OC (8) U 1/2 (9) 3.5 on 5pt or 2.5 on 4pt, Jr
standing (10) T&F \$1692; OS \$7570; R&B \$3400 (11)
AAF (12) Charles Frazer, Dept. Head (303)492-5007

UNIVERSITY OF DENVER

Denver, CO 80208

Department of Marketing

(1) Specialization (2) BSBA MBA (3) AACSB (4) a.
15B b. J&S 35, M 8 (5) 1 (6) 5 (7) A,L,C,OC (9) Jr
status 2.00 GPA (10) T&F \$10500; R \$3500 (11) AAF
(12) Dr. Donald R. Glover (303)871-2265

UNIVERSITY OF NORTHERN COLORADO

Greeley, CO 80639

Department of Journalism and Mass Communications

(1) Emphasis (2) BA (4) a. 1B b. J&S 18 (5) 2 (7)
L,C,OC (8) HS GPA 2.8, ACT 21, SAT 890 (9) Jr 2.3
GPA (10) T&F R \$1726; OS T&F \$4462; R&B \$2058 (11)
AAF (12) Wayne W. Melanson (303) 351-2216

CONNECTICUT

UNIVERSITY OF BRIDGEPORT

Bridgeport, CT 06602

Department of Mass Communications

(1) Major (2) BA (4) a. 18B b. F&S 50, J&S 34 (5)
1.5 (6) 2 (7) L,C,OC (8) U 1/2 (10) T&F \$10446; R&B
\$4828 (11) AAF (12) Jerry L. Allen (203)576-4128

FLORIDA

FLORIDA INTERNATIONAL UNIVERSITY

Bay Vista Campus, North Miami, FL 33181

Department of Communication

(1) Sequence (2) BS MA (4) a. 50B b. J&S 69 (5) 3
(7) A,L,C,OC (8) Competitive (9) 2.5 on first 12
hrs (10) T&F \$3656-\$4624; R - \$1600, B \$2109-\$4407
(11) AAF (12) Jim Eiseman (305)940-5625

FLORIDA SOUTHERN COLLEGE

Lakeland, FL 33801-5698

Communication Department

(1) Concentration (2) BA BS (4) a. 32B b. F&S 27,
J&S 28 (5) 5 (6) 2 (7) L,C (10) T&F \$6080; R&B
\$3870 (11) AAF (12) John P. Obrecht (813)680-4171

UNIVERSITY OF CENTRAL FLORIDA

Orlando, FL 32816

School of Communication

(1) Sequence (2) BA (4) a. 85B b. J&S 300 (5) 3 (6) 5 (7) A,L,C,OC (8) R C ave, 840 SAT or 17 ACT (9) 2.25 GPA, grammar & typing tests (10) T&F \$34. cr hr; NR \$121. cr hr; R&B \$1149-\$1428 (12) Dr. James W. Welke, Chairman (407)275-2681

UNIVERSITY OF FLORIDA

Gainesville, FL 32611

Department of Advertising

(1) Major (2) BS MA PhD (3) ACEJMC (4) a. 253B, 2M b. J&S 382, M 26, D 1 (5) 9 (6) 10 (7) A,L,C,OC (8) Fr 3.5 GPA, 1140 SAT; Trf 3. GPA, AA degree (9) 3. GPA, 60 hrs; Trf 3. GPA AA degree (10) T&F R \$41. psh; OS \$240.psh; R \$1304, B \$1400-1600 (11) AAF (12) Dr. Joseph R. Pisani, Chairman (904)392-4046

FLORIDA STATE UNIVERSITY

Tallahassee, FL 32306

Department of Communication

(1) Sequence (2) BS MS PhD (4) a. 25B b. J&S 60 (5) 4 (6) 2 (7) A,L,C,OC (8) U 25% (9) Jr 3.0 (10) T&F R \$37 cr hr; OS \$124 cr hr; R&B \$1300 (11) AAF (12) Barry Solomon (904)644-5034

UNIVERSITY OF MIAMI

Coral Gables, FL 33124

School of Communication

(1) Major (2) BS (4) a. 20B b. F&S 127, J&S 99 (5) 5 (6) 3 (7) A,L,C,OC (8) SAT or ACT, HS standing (10) T&F \$9000; R \$2070, B \$1490 (11) AAF (12) S. L Harrison (305)284-2265

UNIVERSITY OF SOUTH FLORIDA

Tampa, FL 33620

Department of Mass Communications

(1) Sequence (2) BA MA (3) ACEJMC (4) a. 58B, 1M b. F&S 40, J&S 120, M 4 (5) 3 (6) 1 (7) L,C,OC (9) 2.7 GPA (10) T&F R \$40. psh; OS \$127. psh; R&B 2940 (11) AAF (12) Dr. William Fudge (813)974-2591

UNIVERSITY OF WEST FLORIDA

Pensacola, FL 32514-0102

Department of Communication Arts

(1) Sequence (2) BA MA (3) ACEJMC (4) a. 35B b. F&S 60, J&S 40, M 8 (5) 2 (6) 2 (7) A,L,C,OC (9) 2.7 GPA (10) R T&F \$40. cr hr; OS \$130 cr hr; R \$1206; B \$1726 (11) AAF (12) Tom Groth (904)474-2862

GEORGIA

UNIVERSITY OF GEORGIA

Athens, GA 30602

School of Journalism and Mass Communication

(1) Major (2) ABJ MA PhD (3) ACEJMC (4) a. 118B, 10M, 6D b. J&S 225, M 10 D 5 (5) 12 (6) 6 (7) A,L,C,OC (8) B ave, 950+SAT and 15 Fr hr (9) Jr 2.5+ Engl test (10) T&F R \$1917; OS \$5085; R&B 2820 (11) AAF (12) Dr. Len N. Reid (404)542-4791

GEORGIA SOUTHERN COLLEGE

Statesboro, GA 30460-0154

Department of Marketing

(1) Emphasis (2) BBA (3) AACSB (4) a. 18B b. J&S 28 (5) 5 (7) A,L,C,OC (8) 750 SAT + 2. HS GPA (9) 2. GPA Soph (10) T&F R \$1506, OS \$3888; R&B \$2280 (12) Dr. D. L. Thompson, Chairman (912)681-5022

IDAHO

UNIVERSITY OF IDAHO

Moscow, ID 83843

School of Communication

(1) Option (2) BA BS (4) a. 23 b. F&S 38, J&S 60 (5) 1 (6) 10 (7) L,C,OC (10) T&F R \$1092, OS \$3092; R&B \$2250 (11) AAF (12) Mark Secrist (208)885-6458

ILLINOIS

BRADLEY UNIVERSITY

Peoria, IL 61625

Division of Communication

(1) Major (2) BA BS (4) a. 95B b. F&S 135, J&S 100 (5) 2.5 (7) L,C (8) U 1/2, ACT or SAT (9) Trs 2.5 (10) T&F \$7900; R&B \$4600 (11) AAF (12) John Ellerbach (309)677-2234

NORTHWESTERN UNIVERSITY

Evanston, IL 60208

Department of Advertising

(1) Major (2) MSA (4) a. 47M, 3D b. M 73, D 3 (5) 12 (6) 3 (7) L,C,OC (9) GRE or GMAT (10) T&F \$11,337; R \$5646 (12) Dr. Martin Block, Director (708)491-5665

ROOSEVELT UNIVERSITY

Chicago, IL 60605

College of Business

(1) Major (2) BSBA ISMC (4) a. 62B, 24M b. F&S 11, J&S 89, M 295 (5) 6 (6) 10 (7) A,L,C,OC (8) 18 ACT (9) C Ave UG, B-C Ave G (10) T&F \$7890; R&B \$4000 (11) AAF (12) Dr. Robert E. J. Snyder, Director, MSMC (312)341-3848

SOUTHERN ILLINOIS UNIVERSITY

Carbondale, IL 62901

School of Journalism

(1) Sequence (2) BS MA MS (3) ACEJMC (4) a. 81B 2M
b. F&S 85, J&S 141, M 3 (5) 4 (6) 10 (7) A,L,C,OC
(8) 19 ACT or 16-18 ACT & U 1/2 HS grad class (10)
T&F R \$1904; OS \$4541; R&B \$2624 (11) AAF (12)
Walter B. Jaehning, Director .618)536-3361

UNIVERSITY OF ILLINOIS

Urbana, IL 61801

Department of Advertising

(1) Major (2) BS MS PhD (3) ACEJMC (4) a. 105B,
27M, 5D b. J&S 212, M 50, D 6 (5) 9 (6) 3 (7)
A,L,C,OC (9) GPA 4 (10) T&F R \$3376; OS \$8056; R&B
\$3538 (11) AAF (12) Dr. Kim B. Rotzoll, Head
(217)333-1602

I N D I A N A

BALL STATE UNIVERSITY

Muncie, IN 47306

Department of Journalism

(1) Sequence (2) BA BS (3) ACEJMC (4) a. 29B b. F&S
112, J&S 74 (5) 2 (6) 6 (7) A,L,C,OC (8) SAT 800
ACT 18 (10) T&F R \$1767; OS \$4074; R&B \$2295 (11)
AAF (12) Walter F. Baker, Coordinator (317)285-1743

INDIANA UNIVERSITY

Bloomington, IN 47405

School of Journalism

(1) Sequence (2) BA BS MA PhD (4) a. 30B b. F&S 46,
J&S 144 (5) 1 (6) 4 (7) A,L,C,OC (8) R U 1/2, OS U
1/4 (10) T&F R \$1887; OS \$5448; R&B \$2900-3200 (12)
Dean Trevor Brown (812)335-9247

PURDUE UNIVERSITY

West Lafayette, IN 47907

Department of Communication

(1) Concentration (2) BA (4) a. 60B b. J&S 110 (5)
2 (7) L,C,OC (9) 4.75 GPA on 6.0 scale (10) T&F R
\$2032; OS \$6264; R&B \$3070 (11) AAF (12) Candiss
Baksa Vibbert, Director of UG Studies (317)494-3429

I O W A

DRAKE UNIVERSITY

Des Moines, IA 50311

School of Journalism and Mass Communication

(1) Major (2) BAJ MAMC (3) ACEJMC (4) a. 92B, 18M
b. F&S 128, J&S 180, M 20 (5) 2 (6) 3 (7) A,L,C,OC
(8) U 1/2 (10) T&F \$8710; R&B \$3330 (11) AAF (12)

Professor Louis J. Wolter (515)271-2138

IOWA STATE UNIVERSITY

Ames, IA 50011

Department of Journalism and Mass Communication

(1) Sequence (2) BS BA MS (3) ACEJMC (4) a. 47B, 1M
b. F&S 103, J&S 109 (5) 4 (6) 4 (7) A,L,C,OC (8) U
1/2 or ACT 24 (9) Engl Test (10) T&F R \$1826; OS
\$5982; R&B \$2600 (11) AAF (12) Veryl Fritz, Adv.
Coord. or J. Thomas Emerson, Chair (515)294-0486

KANSAS

KANSAS STATE UNIVERSITY

Manhattan, KS 66506

A. G. Miller School of Jour and Mass Communications

(1) Sequence (2) BA BS MS (3) ACEJMC (4) a. 42B b.
F&S 37, J&S 99 (5) 2 (6) 22 (7) A,L,C,OC (9) Trf
2.0/4.0 GPA, language skills exam (10) T&F R \$1361;
OS \$3791; R&B \$2100 ave. (11) AAF (12) Dr. R.
Charles Pearce (913)532-6890

UNIVERSITY OF KANSAS

Lawrence, KS 66045

School of Journalism

(1) Sequence (2) BS MS (3) ACEJMC (4) a. 157B b.
F&S 13, J&S 323, M 10 (5) 9 (6) 9 (7) A,L,C,OC (8)
R HSG ACT; NR ACT (9) Jr 2.5/4.0 (10) T&F R \$1450;
OS \$4248; R&B \$2336 (11) AAF (12) Laurence V.
Johnson (913)864-4755

WICHITA STATE UNIVERSITY

Wichita, KS 67208

Elliott School of Communication

(1) Sequence (2) BA (4) a. 37B b. F&S 9, J&S 73
(5) 2 (6) 2 (7) L,C,OC (8) SAT or ACT (10) T&F R
\$100. per cr hr; OS \$286 per cr hr; R&B \$2625-2759
(11) AAF (12) Bob Hledge (316)689-3115

KENTUCKY

MURRAY STATE UNIVERSITY

Murray, KY 42071

Dept. of Journalism and Radio-TV

(1) Major (2) BA BS MA MS (3) ACEJMC (4) a. 19B,
b. F&S 28, J&S 60, M 1 (5) 3 (6) 10 (7) A,L,C,OC
(8) R NR U 1/4 (10) T&F R \$1170; OS \$3290; R&B
\$2160 (11) AAF (12) Robert McGaughey, Chairman
(502)762-6674

UNIVERSITY OF KENTUCKY

Lexington, KY 40506

School of Journalism

(1) Sequence (2) BA BS (3) ACEJMC (4) a. 54B b. F&S 98, J&S 139 (5) 4 (6) 1 (7) A,L,C,OC (8) NR U 20% (9) Jr 2,6 GPA (10) T&F R \$1560; OS \$4320; R&B \$2960 (11) AAF (12) Scott Whitlow, Coordinator (606)257-1619

WESTERN KENTUCKY UNIVERSITY

Bowling Green, KY 42101

Department of Journalism

(1) Major (2) BA (3) ACEJMC (4) a. 28B b. F&S 66, J&S 128 (5) 3 (6) 4 (7) A,L,C,OC (8) NR 2. HS ave, U 1/2 (9) 2.25 GPA (10) T&F \$1160; OS \$1260 (11) AAF (12) Carolyn Stringer (502)745-4143

LOUISIANA

LOUISIANA STATE UNIVERSITY

Baton Rouge, LA 70803

Manship School of Journalism

(1) Sequence (2) BAJ MJ (3) ACEJMC (4) a. 100B, 2M b. F&S 105, J&S 287, M 4 (5) 7 (6) 11 (7) A,L,C,OC (8) NR HS rank, ACT/SAT (9) 2.5 GPA on 60 am hrs, Eng & Typing tests (10) T&F R \$1834; OS \$5034; R \$820-1896, B \$870 (11) AAF (12) William E. Giles, Director (504)388-2336

LOYOLA UNIVERSITY

New Orleans, LA 70118

Department of Communications

(1) Sequence (2) BA (4) a. 106B b. F&S 241, J&S 180 (5) 1 (7) L,C,OC (8) SAT/ACT (9) 2.5 GPA, Jr (10) T&F \$7250; R&B \$3700 (12) Dr. Larry Lorenz, Chairman (504)865-3430

MAINE

UNIVERSITY OF MAINE

Orono, ME 04469

Dept. of Journalism & Broadcasting

(1) Major (2) BA (4) a. 47B b. F&S 91, J&S 100 (5) 2 (7) L,C,OC (8) ACT composite scores & size of class (9) 53 hr/2.5 GPA (10) T&F R \$1850; OS \$4910; R&B \$3390 (12) Stuart J. Bullion, Chairman (207) 581-1283

MARYLAND

UNIVERSITY OF MARYLAND

College Park, MD 20742

College of Journalism

(1) Sequence (2) BS MA (3) ACEJMC (4) a. 72B b. J&S

124, M 13, 1 D (5) 3 (6) 3 (7) A,L,C,OC (8) U 1/2
(9) 2.7 GPA Jr (10) T&F R \$2096; OS \$5754; R&B
\$3978 (11) AAF (12) Dr. Eric J. Zanot (301)454-6932

MASSACHUSETTS

BOSTON UNIVERSITY

Boston, MA 02215

School of Mass Communication/Public Relations

(1) Concentration (2) BS MS (4) a. 206B, 22M b. J&S
261, M 26 (5) 5 (7) A,L,C,OC (8) SAT (9) B ave tra
(10) T&F \$14,035; R&B \$5540 (12) Walter Lubars,
Chairman 1(800)992-6514 x-3482

NORTHEASTERN UNIVERSITY

Boston, MA 02115

School of Journalism

(1) Concentration (2) BA BS MA MJ (4) a. 10B b. F&S
48, J&S 35 (5) 2 (6) 4 (7) L,C,OC (9) C in grammar
course (10) T&F \$8640; R&B \$5900 (11) AAF (12)
Allan Chernoff (617)437-3236

SIMMONS COLLEGE

Boston, MA 02115

Department of Communications

(1) Concentration (2) BA (4) a. 6B b. J&S 14 (5) 1
(7) L,C,OC (10) T&F \$12,132; R&B \$5248 (12)
Department of Admissions (617)738-2107

MICHIGAN

MICHIGAN STATE UNIVERSITY

East Lansing, MI 48824

Department of Advertising

(1) Major (2) BA MA PhD(Mass Media) (4) a. 334B,
42M 1D b. F&S 475, J&S 599, M 51 D 13 (5) 12 (6) 3
(7) A,L,C,OC (8) U 1/4 (9) Jr level (10) T&F R
\$180-198 cr + \$318; OS \$480-498 cr + \$318; R&B
\$2874 (11) AAF (12) Bruce Vanden Bergh, Chairperson
(517)353-9317

WAYNE STATE UNIVERSITY

Detroit, MI 48202

Marketing Department

(1) Concentration (2) BA (3) AACSB (4) a. 105B b.
J&S 215 (5) 3 (6) 10 (7) A,L,C,OC (8) 2.75 HS GPA,
ACT 20, SAT 450V, 400M (9) 2.5 GPA (10) T&F R
\$1,317 (15 hrs); OS \$2,926 (15 hrs) (12) Dr. Hugh
Cannon (313)577-4525

WESTERN MICHIGAN UNIVERSITY

Kalamazoo, MI 49008-3812

Department of Marketing

(1) Major (2) BBA (3) AACSB (4) a. 35B b. F&S 107, J&S 93 (5) 2 (6) 6 (7) L,C,OC (8) U 1/3 (9) Jr. 2.5 GPA (10) T&F R \$59. cr + \$90; OS \$178 cr + \$90; R&B \$3135 (11) AAF (12) Jay D. Lindquist (616)387-7209

MINNESOTA

UNIVERSITY OF MINNESOTA

Minneapolis, MN 55455

School of Journalism and Mass Communication

(1) Area (2) BA MA PhD (3) ACEJMC (4) a. 44B 4M b. F&S 142, J&S 179, M 9 (5) 4 (6) 3 (7) L,C,OC (8) U 2/3, R trf 2.2 GPA, OS trf 2.5 GPA, HS scores & rank (9) 60 hrs, Engr & Typing tests (10) T&F R \$2418; OS \$5099; R&B \$2964 (11) AAF (12) Karen Stohl, UG Studies Office (612)625-2576

MISSISSIPPI

JACKSON STATE UNIVERSITY

Jackson, MS 39217-0990

Department of Mass Communications

(1) Sequence (2) BS (3) ACEJMC (4) a. 5B b. F&S 9, J&S 4 (5) 1 (7) L,C (9) 15 ACT, Eng Prof Exam (10) T&F \$1500 for 18 hrs + \$62.50; R&B \$2324 (11) AAF (12) Dr. Elayne Hayes-Anthony (601) 968-2151 (Current information not furnished)

UNIVERSITY OF MISSISSIPPI

University, MS 38677

Department of Journalism

(1) Combined Major with Business (2) BSJ (3) ACEJMC (4) a. 8B b. F&S 23, J&S 30 (5) 2 (6) 2 (7) A,L,C,OC (8) ACT 15, SAT 700 (10) T&F \$1987; OS \$3169; R \$1264; B \$1400 (12) Dr. Will Norton, Chair (601)232-7146

UNIVERSITY OF SOUTHERN MISSISSIPPI

Hattiesburg, MS 39406

Department of Journalism

(1) Major (2) BA BS (3) ACEJMC 4. a. 43B, 2M b. F&S 42, J&S 121, M 6, D 1 (5) 5 (6) 7 (7) A,L,C,OC (8) ACT 15 (10) T&F R \$1692; OS \$2874; R&B \$1890-\$2150 (11) AAF (12) Dr. Donald Avery (601)266-4258

MISSOURI

SOUTHEAST MISSOURI STATE UNIVERSITY

Cape Girardeau, MO 63701

Department of Mass Communication

(1) Option (2) BA BS (4) a. 39B b. F&S 57, J&S 87

(5) 2 (6) 2 (7) L,C,OC (8) 16 ACT or 2.5 HS GPA
(10) T&F R \$1420; OS \$2750; R&B \$2450 (12) Dr. R.
Ferrell Ervin (314)651-2241

UNIVERSITY OF MISSOURI

Columbia, MO 65205

School of Journalism

(1) Sequence (2) BJ MA PhD (3) ACEJMC (4) a. 292B,
74M, 3D b. J&S 579, M 182, D 26 (5) 11 (6) 25 (7)
A,L,C,OC (9) Jr 3. GPA (10) T&F R \$62. hr; OS \$187.
hr; R&B \$3000 (11) AAF (12) Won H. Chang, Interim
Chair (314)882-7867

NEBRASKA

CREIGHTON UNIVERSITY

Omaha, NE 68178

Department of Marketing & Management

Department of Journalism & Mass Communication

(1) Major(B) Sequence(J) (2) BA BS BBA MBA (3)
AACSB (4) a. 16(B) 5(J) b. J&S 30(B) 11(J), M 1(B)
(5) 3 (6) 1 (7) A,L,C,OC (8) ACT (10) T&F \$7212;
R&B \$2330-\$3420 (11) AAF (12) Prof. David Haberman
(402)280-2825(J); Dean Guy Banville (402)280-2850

KEARNEY STATE COLLEGE

Kearney, NE 68849

Department of Journalism

(1) Major (2) BS (4) a. 12B b. F&S 30, J&S 20 (5) 2
(6) 2 (7) C (10) T&F R \$37. pch +\$59; OS \$60. pch +
59; R&B \$1015 (12) Tom Draper, Chair (308)234-8249

UNIVERSITY OF NEBRASKA

Lincoln, NE 68588-0130

Department of Advertising

(1) Major (2) BJ MA (3) ACEJMC (4) a. 113B b. F&S
169, J&S 296 (5) 6.5 (6) 25 (7) A,L,C,OC (8) ACT or
SAT, U 1/2 HS class (9) Soph 2.5 GPA (10) T&F R
\$49. hr + fees; OS \$132. cr hr + fees; R&B \$2310
(11) AAF (12) Professor Linda Shipley, Chair
(402)472-3065

NEVADA

UNIVERSITY OF NEVADA AT RENO

Reno, NV 89557-0040

Donald W. Reynolds School of Journalism

(1) Option (2) BA MA (3) ACEJMC (4) a. 14B b. J&S
57 (5) 1 (6) 14 (7) A,L,C,OC (8) R HSG, 2.3 GPA; OS
3. GPA (9) 2.5 GPA, Jr (10) T&F R \$40-50 hr; OS
\$3000; R&B \$2610 (12) Travis Linn, Dean (702)784-
6531

NEW JERSEY

FAIRLEIGH DICKINSON UNIVERSITY

Teaneck, NJ 07666

Department of Communications

(1) Concentration (2) BA (4) a. 42B b. F&S 45, J&S 90 (5) 2 (7) L,C,OC (8) SAT (10) T&F \$7210; R&B 4325 (11) AAF (12) Donald Jugenheimer (201)692-2415

NEW MEXICO

NEW MEXICO STATE UNIVERSITY

Las Cruces, NM 88003

Department of Journalism & Mass Communications

(1) Two Tracks (Adm-Design) (2) BA (4) a. 21B b. F&S 131, J&S 167 (5) 2 (6) 5 (7) L,C,OC (8) C or 18 ACT (9) 3. GPA (10) T&F R \$676; OS \$2300; F&B \$1200-1570 (11) AAF (12) Dr. J. Sean McCleneghan (505) 646-1034

NEW YORK

CITY UNIVERSITY OF NEW YORK

New York, NY 10010

The Bernard M. Baruch College

Department of Marketing

(1) Major (2) BBA MBA PhD (3) AACSB (4) a. 120B, 18M, 1D b. J&S 230, M 48, D 3 (5) 5 (6) 3 (7) A,L,C,OC (8) U 1/3 or 82% ave or 950 SAT, (10) T&F R UG \$1350; OS \$2650; (11) AAF (12) Professor Conrad Berenson, Professor Morton Jaffe (212)725-3295

MEDAILLE COLLEGE

Buffalo, NY 14214

Media Communications Department

(1) Area (2) BS (4) a. 21B b. F&S 39, J&S 33 (5) 3 (7) L,C,OC (8) 75 (10) T&F \$7090 (12) Jacqueline S. Smukler, Admissions Judith Baker-Martin, Chair (716) 884-3281

SYRACUSE UNIVERSITY

Syracuse, NY 13210

School of Public Communications

(1) Major (2) AB BS MA MS (3) ACEJMC (4) a. 114B, 10M b. F&S 161, J&S 247, M 16 (5) 3 (6) 15 (7) A,L,C,OC (8) U 1/4 (10) T&F \$9903; R&B \$4530 (11) AAF (12) Edward C. Stephens, Dean (315)443-2301
(Current information not furnished)

NORTH CAROLINA

UNIVERSITY OF NORTH CAROLINA

Chapel Hill, NC 27514

School of Journalism

(1) Sequence (2) AB MA PhD (3) ACEJMC (4) a. 136B, 3M b. J&S 250, M 10, D 3 (5) 6 (6) 2 (7) A,L,C,OC (8) Competitive (9) 2.4 GPA; spelling & grammar exam (10) T&F R \$504; OS \$2755; R \$1258 (11) AAF (12) Associate Dean Thomas A. Bowers (919)962-4084

NORTH DAKOTA

UNIVERSITY OF NORTH DAKOTA

Grand Forks, ND 58202

School of Communication

(1) Major (2) BA (4) a. 34B b. F&S 86, J&S 62 (5) 1 (6) 3 (7) L,C,OC (8) OS U 1/2 (9) 2.3 GPA+entrance exam (10) T&F R \$1724; OS \$3986; R&B \$2236 (11) AAF (12) John Vivian, Interim Director (701)777-2159

OHIO

KENT STATE UNIVERSITY

Kent, OH 44242

School of Journalism and Mass Communication

(1) Sequence (2) BS BA (3) ACEJMC (4) a. 41B b. J&S 84 (5) 2 (7) L,C (8) OS C SAT ACT (9) 2.5 GPA, B ave in Engl (10) T&F R \$2826; OS \$5426; R&B \$2556-\$2872 (11) AAF (12) Gregory Blase (216)672-2572

MARIETTA COLLEGE

Marietta, OH 45750

Mass Media Department

(1) Major (2) BA (4) a. 8B b. F&S 11, J&S 15 (5) 1 (7) L,C,O,C (12) Rick Shriver (614)374-4802

OHIO STATE UNIVERSITY

Columbus, OH 43210

School of Journalism

(1) Sequence (2) BA MA (3) ACEJMC (4) a. 176B b. J&S 396 (5) 2.5 (7) A (9) 60 hrs 2.5 GPA (10) T&F R \$2190; OS \$6279; R&B \$3477 (11) AAF (12) Prof. Sharon Brock (614)292-6294

OHIO UNIVERSITY

Athens OH 45701

E. W. Scripps School of Journalism

(1) Sequence (2) BSJ MS PhD (3) ACEJMC (4) a. 68B, 2M b. F&S 91, J&S 136, M 3 (5) 5 (6) 16 (7) A,L,C,OC (8) U 1/2 (9) 2.5/4. for trf (10) T&F R \$2556; OS \$5415; R&B \$1704 (11) AAF (12) Prof. Robert Richardson (614)593-2613

YOUNGSTOWN STATE UNIVERSITY

Youngstown, OH 44555

Department of Marketing

(1) Major (2) BS BA (4) a. 27B b. F&S 12, J&S 20
(5) 4 (6) 1 (7) A,L,C,OC (8) ACT or SAT (10) T&F R
\$2001; OS \$3201; R&B \$3000 (11) AAF (12) Dr. E.
Terry Deiderick, Chairperson (216)742-3082

UNIVERSITY OF AKRON

Akron, OH 44325-4804

Department of Marketing

(1) Major (2) BS BA (3) AACSB (4) a. 2B b. J&S 42
(6) 3 (7) A, L, C, OC (9) 45 hr + 2.3 GPA (10) T&F
R \$2277; OS \$5592; R&B \$2950 (12) George Prough,
Coordinator, Adv Studies (216)375-7652

OKLAHOMA

CENTRAL STATE UNIVERSITY

Edmond, OK 73034

Department of Journalism

(1) Major (2) BA BAED ME (4) a. 17B b. F&S 63, J&S
57, M 2 (5) 1 (6) 1 (7) L,C,OC (8) U 2/3 (10) T&F R
\$35-47 hr; OS \$94-123 hr; R&B \$1776 (11) AAF (12)
Dr. Ray Tassin, Chairman (405)341-2980

OKLAHOMA CITY UNIVERSITY

Oklahoma City, OK 73106

Department of Mass Communications

(1) Sequence (2) BA (4) a. 21B b. F&S 39, J&S 22
(5) 1 (6) 2 (7) L,C (8) 2. GPA, 18 ACT, 2. HS ave
(10) T \$4540; R&B \$3160 (11) AAF (12) Prof. Sandra
Martin (405)521-5326

OKLAHOMA STATE UNIVERSITY

Stillwater, OK 74078

School of Journalism and Broadcasting

(1) Option (2) BS MS Edb (3) ACEJMC (4) a. 51B b.
F&S 52, J&S 94 (5) 3 (6) 3 (7) A,L,C,OC (8) U 1/2
(9) 2. GPA (10) T&F R \$41-53 hr; OS \$84-118 hr; R&B
\$2500 (11) AAF (12) Marlan Nelson, Director
(405)624-6354

UNIVERSITY OF OKLAHOMA

Norman, OK 73019

School of Journalism and Mass Communication

(1) Sequence (2) BA MA (3) ACEJMC (4) a. 54B, 5M b.
F&S 142, J&S 183, M 16 (5) 5 (6) 50 (7) A,L,C,OC
(8) R/NR U 1/2 (9) 2.25 GPA + writing test (10) T&F
R \$1131; OS \$1844; R&B 2650 (11) AAF (12) Bruce
Hinson, Assoc. Director (405)325-2721

SOUTHEASTERN OKLAHOMA STATE UNIVERSITY

Durant, OK 47401

Department of Communication

(1) Sequence (2) BA ME BAED (4) a. 1B b. F&S 11, J&S 22, M 1 (5) 1 (6) 1 (7) A,L,C,OC (10) T&F R \$650; OS \$1651, 15 hrs; R&B \$8852 (11) AAF (12) Dr. Robert Hays II, Director (405) 924-0121 x-6961

OREGON

UNIVERSITY OF OREGON

Eugene, OR 97403

School of Journalism

(1) Sequence (2) BA BS MA MS (3) ACEJMC (4) a. 43B, b. F&S 92, J&S 118 M 8 (5) 4 (6) 50 (7) A,L,C,OC (8) R/NR 3. HSG (9) Jr, 2.5 GPA (10) T&F R \$1672; OS \$4456; R&B \$2486 (11) AAF (12) Dean Arnold Ismach (503)686-3739

PORTLAND STATE UNIVERSITY

Portland, OR 97207

Department of Marketing

(1) Major (2) BS (3) AACSB (4) a. 40B b. J&S 80 (5) 4 (6) 5 (7) A,L,C,OC (8) 2.5 GPA (9) Competitive (10) T&F R \$530; OS \$1486 (12) Dr. Robert R. Harmon or Dr. Bruce L. Stern (503)725-3715

PENNSYLVANIA

PENNSYLVANIA STATE UNIVERSITY

University Park, PA 16802

School of Communications

(1) Major (2) BA (3) ACEJMC (4) a. 88B b. F&S 22, J&S 160 (5) 5 (6) 5 (7) L,C,OC (8) U 3/5 (9) Limited to 80 by GPA rank (10) T&F R \$2996; OS \$6018; R&B \$6018 (11) AAF (12) Katherine Frith (814)865-9963

TEMPLE UNIVERSITY

Philadelphia, PA 19122

Department of Journalism

(1) Sequence (2) BA (3) ACEJMC (4) a. 85B b. F&S 100, J&S 175 (5) 4 (6) 3 (7) A,L,C,OC (8) GPA SAT (10) T&F R \$3804; OS \$6752; R&B \$3750 (12) James L. Marra (215)787-1904

SOUTH CAROLINA

UNIVERSITY OF SOUTH CAROLINA

Columbia, SC 29208

College of Jour and Mass Communications

(1) Sequence (2) BA MA MMC (3) ACEJMC (4) a. 60B,

5M b. F&S 120, J&S 102, M 6 (5) 6 (6) 12 (7)
A,L,C,OC (8) U 1/2 (9) 2.5/4. (10) T R \$2448; OS
\$5548; R&B \$2636 up (11) AAF (12) William Goodrich
(803)777-6973

SOUTH DAKOTA

SOUTH DAKOTA STATE UNIVERSITY

Brookings, SD 57007

Department of Journalism and Mass Communication

(1) Sequence (2) BA BS MA (3) ACEJMC (4) a. 4B, 1M
b. F&S 30, J&S 31, M 1 (5) 1 (6) 4 (7) A,L,C,OC (8)
R U 1/2 or 21 ACT; OS U 1/2 or 22 ACT (9) C in Fr
Engl Comp (10) T&F R \$1601; OS \$2966; R&B \$1584
(11) AAF (12) Dr. Gerry Egan (605)688-6514
(Current information not furnished)

TENNESSEE

MEMPHIS STATE UNIVERSITY

Memphis, TN 38152

Department of Journalism

(1) Sequence (2) BA (3) ACEJMC (4) a. 30B b. F&S
29, J&S 99 (5) 2 (6) 8 (7) A,L,C,OC (8) 18 ACT
(10) T&F R \$1407; OS \$2999; R \$720 (11) AAF (12)
Ron Spielberger (901)678-2401

MIDDLE TENNESSEE STATE UNIVERSITY

Murfreesboro, TN 37132

Department of Mass Communications

(1) Sequence (2) BS (3) ACEJMC (4) a. 20B b. F&S
100, J&S 120 (5) 2 (6) 1 (7) L,C,OC (10) T R \$616;
OS \$2093; R&B \$911 (11) AAF (12) Dr. Ed Applegate
(615)898-2607

UNIVERSITY OF TENNESSEE

Knoxville, TN 37996-0343

Department of Advertising

(1) Major (2) BS MS PhD (3) ACEJMC (4) a. 64B, 2M
b. F&S 280, J&S 190, M 8, D 5 (5) 5 (6) 10 (7)
A,L,C,OC (8) R 2.25 or 17 ACT, NR 2.5 or 18 ACT (9)
2.3 GPA (10) T&F R \$1406; OS \$4010; R&B \$2850 (11)
AAF (12) Ron Taylor, Head (615)974-3048

UNIVERSITY OF TENNESSEE AT CHATTANOOGA

Chattanooga, TN 37403-2598

Department of Communication

(1) Concentration (2) BA (4) a. 8B b. F&S 38, J&S
36 (5) 1 (7) L,C,OC (8) ACT 12 or SAT 640 (10) T&F
R \$1376; OS \$4328; R&B R \$2496; OS \$2976 (12) Dr.
Peter K. Pringle (615)755-4400

TEXAS

ABILENE CHRISTIAN UNIVERSITY

Abilene, TX 79699

Department of Communication

(1) Major (2) BA (4) a. 7B b. F&S 16, J&S 17, (5) 2
(7) L,C,OC (9) Language skills, Typing, 2.5 GPA
(10) T&F \$4400; R&B \$2600 (11) AAF (12) Dr. Jeff
Warr, Director (915)674-2045

SOUTHERN METHODIST UNIVERSITY

Dallas, TX 75275

Department of Advertising

(1) Major (2) BA BFA (4) a. 148B b. F&S 72, J&S 144
(5) 5 (6) 16 (7) A,L,C,OC (8) 1090 SAT (9) 2.5 GPA
in core courses (10) T&F \$8764; R&B \$4368 (11) AAF
(12) Dr. Jim Morris, Chairman (214)692-3607

SOUTHWEST TEXAS STATE UNIVERSITY

San Marcos, TX 78666

Department of Journalism

(1) Sequence (2) BA (4) a. 96B b. F&S 81, J&S 123
(5) 4 (6) 10 (7) A,L,C,OC (8) ACT (9) Eng Test (10)
T&F R \$541; OS \$2205; R&B \$1354 (11) AAF (12) Dr.
Roger E. Bennett (512)245-2656

TEXAS CHRISTIAN UNIVERSITY

Fort Worth, TX 76129

Department of Journalism

(1) Sequence (2) BS (3) ACEJMC (4) a. 52B b. F&S
41, J&S 121 (5) 2 (6) 3 (7) C,OC (8) Grammar,
spelling, punctuation, typing tests (9) GSP Test
(10) T&F \$212 hr + \$736; R&B \$2198 (11) AAF (12)
Dr. Jack Raskopf (817)921-7425

TEXAS TECH UNIVERSITY

Lubbock, TX 79409

School of Mass Communications

(1) Major (2) BA MA EdD (3) ACEJMC (4) a. 113B b.
F&S 144, J&S 178, M 3 (5) 5 (6) 52 (7) A,L,C,OC (8)
HS rank & SAT, R/NR U 1/4-no min; 2nd 1/4-900; 3rd
1/4-1000+ (9) 2.5 GPA, 1000 SAT/20 ACT (10) T&F R
\$1450; OS \$3900; R&B \$3400 (11) AAF (12) Dr. Jerry
C. Hudson, Director (806)742-3385

TEXAS WESLEYAN UNIVERSITY

Fort Worth, TX 76105-2399

Department of Mass Communication

(1) Emphasis (2) BS (4) a. 18B b. F&S 19, J&S 15
(5) 3 (6) 1 (8) 850 SAT, 18 ACT (10) T&F \$5000; R&B
\$3300 (12) Dr. Michael Sewell, Chairman (817)531-
4927

UNIVERSITY OF HOUSTON

Houston, TX 77004

School of Communication

(1) Area (2) BA (4) a. 19 b. F&S 48, J&S 70 (5) 1 (6) 9 (7) L,C,OC (8) SAT 800-1100, ACT 17-26 (10) T&F R \$595; OS \$2055 (15 hrs); R&B \$3800 (11) AAF (12) Prof Ted Stanton, Head, Journ (713)749-1745

UNIVERSITY OF NORTH TEXAS

Denton, TX 76203

Department of Journalism

(1) Sequence (2) BA BS MJ MS (3) ACEJMC (4) a. 85B b. F&S 98, J&S 134 (5) 4 (6) 3 (7) A,L,C,OC (8) SAT 800 (9) Typing Test (10) T&F (12 hrs) R \$780; OS \$3276; R&B \$5515 (11) AAF (12) Richard Wells, Chair (817)565-2205

UNIVERSITY OF TEXAS AT AUSTIN

Austin, TX 78712

Department of Advertising

(1) Major (2) BS MA PhD (4) a. 204B, 19M, 1D b. F&S 234, J&S 616, M 62, D 8 (5) 12 (6) 6 (7) A,L,C,OC (8) SAT and ACT scores, GRE 1000+ (9) Grad 450 V GRE & 3.5 UG GPA (10) T&F R \$874; OS \$3994; R&B \$3300-\$3356 (11) AAF (12) Edward W. Cundiff, Chairman (512)471-1101

UTAH

BRIGHAM YOUNG UNIVERSITY

Provo, UT 84602

Department of Communication

(1) Sequence (2) BA MA(Comm) (3) ACEJMC (4) a. 80B, b. J&S 118 (5) 4 (6) 12 (7) A,L,C,OC (8) Ind eval of GPA & ACT (10) T&F \$1850, non-church members \$2650; R&B \$2700 (11) AAF (12) Dr. Dennis Martin (801)378-2077

VIRGINIA

NORFOLK STATE UNIVERSITY

Norfolk, VA 23504

Department of Journalism

(1) Sequence (2) BA (4) a. 1B b. F&S 15, J&S 14 (5) 1 (6) 5 (7) A,L,C,OC (10) T&F R \$1878; OS \$4010; R&B \$1490 (12) Dr. Dianne L. Cherry (804)683-1330

VIRGINIA COMMONWEALTH UNIVERSITY

Richmond, VA 23284

School of Mass Communications

(1) Sequence (2) BS MS (4) a. 100B b. F&S 300, J&S 250 (5) 3 (6) 2 (8) SAT 1000 (10) T&F R \$1275; OS

\$3021; R&B \$2080 (12) Thomas R. Donohue (804)367-1260

WASHINGTON

UNIVERSITY OF WASHINGTON

Seattle, WA 98195

School of Communications

(1) Sequence (2) BA MA PhD (3) ACEJMC (4) a. 110B, b. F&S 6, J&S 148, (5) 3.5 (6) 4 (7) A,L,C,OC (8) ACT, SAT, or WPCT (9) 3.27 Soph (10) T R \$1827; OS \$5082; R&B \$3590-6859 (11) AAF (12) Lawrence Bowen, Sequence Chair (206)543-2722/2660

WASHINGTON STATE UNIVERSITY

Pullman, WA 99164-2520

Department of Communications

(1) Sequence (2) BA MA (4) a. 64B b. F&S 5, J&S 123 (5) 2 (6) 2 (7) A,L,C,OC (8) NR - college prep courses (9) 45 hrs & 2.7 in 9 hrs comm courses & 2.5 cum (10) T R \$1828; OS \$5082; R \$1760 (11) AAF (12) Janay Collins (509)335-2214

WEST VIRGINIA

MARSHALL UNIVERSITY

Huntington, WV 25701

School of Journalism

(1) Sequence (2) BA MAJ (3) ACEJMC (4) a. 17B b. F&S 50, J&S 34 (5) 1 (6) 4 (7) A,L,C,OC (8) 2. HS GPA, ACT (9) 30 hrs 2.25 GPA, language & typing tests (10) T&F R \$1643; OS \$3713; R&B \$3261 (11) AAF (12) Janet Dooley (304)696-2734

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Morgantown, WV 26506

School of Journalism

(1) Sequence (2) BSJ MSJ (3) ACEJMC (4) a. 32B, 2M b. J&S 119; M 26 (5) 2 (6) 4 (7) A,L,C,OC (9) Jr, Engl Test, 2.5 GPA at 75 hrs (10) T&F R \$775; OS \$1940; R&B \$1742 (11) AAF (12) Richard Schreiber, PhD (304)293-3505

WISCONSIN

MARQUETTE UNIVERSITY

Milwaukee, WI 53233

College of Comm., Journalism, & Performing Arts

(1) Major (2) BA MA (3) ACEJMC (4) a. 43B, 4M b. F&S 146, J&S 119, M 17 (5) 3 (6) 20 (7) A,L,C,OC (8) C 1/2 SAT or ACT (10) T&F \$7525; R&B \$3120-\$4040 (11) AAF (12) John H. Crowley, (414)288-7291

UNIVERSITY OF WISCONSIN

Madison, WI 53706

School of Journalism and Mass Communication

(1) Sequence (2) J9A MA PhD (3) ACEJMC (4) a. 118B, 4M, 1D b. J&S 310, M 12, D 4 (5) 5 (6) 6 (7) A,L,C,OC (8) HSG U 2/5 (9) Jr, Jour test & top 125 GPA students (10) T&F R \$1002; OS \$3068; R&B \$2930 ave (11) AAF (12) Ivan L. Preston, Head of Sequence (608)262-3691

UNIVERSITY OF WISCONSIN-OSHKOSH

Oshkosh, WI 54901

Department of Journalism

(1) Sequence (2) BA BS (3) ACEJMC (4) a. 40B b. F&S 43, J&S 101 (5) 1 (6) 1 (7) A,L,C,OC (9) 2.5 GPA (10) T&F R \$1580; OS \$4662; R&B \$1990 (11) AAF (12) Bill Biglow (414)424-1042