

# M.S. Communications Management

Syracuse University's Master of Science in Communications Management

## Application Instructions



SYRACUSE  
UNIVERSITY

S.I. NEWHOUSE  
SCHOOL OF PUBLIC  
COMMUNICATIONS

*This program fills early!* Your application should be completed at least 12 weeks prior to the first August residency you plan to attend, **but no later than May 15**. Applications are considered on a rolling basis. Applications are reviewed when *all* parts have been submitted; notification is made promptly once a decision is made.

***DO NOT USE the general SU application; ALL parts of the application should be sent to one address:***

Syracuse University  
S.I. Newhouse School of Public Communications  
Attn: Communications Management Program  
215 University Place  
Syracuse, New York 13244-2100

### **REQUIREMENTS FOR ADMISSION**

- ***A minimum of five years of full-time professional experience*** in public relations, communications, or a related field. Time spent in internships is not considered. While journalism is valuable experience, those years are not counted toward the five required in public relations.
- ***A baccalaureate degree*** from an accredited college or university. (International students should discuss their standing with the Academic Director.) Arrange for two copies of your *official transcript* to be sent directly to our office. Transcripts should indicate years of attendance, subjects studied each year, grades, and degree(s) awarded. A key to the grading system should also be included. All documents in languages other than English must be accompanied by a certified literal English translation.
- The *application form* itself.
- Attach a *current resume*.
- ***Three letters of recommendation***, including one from your current employer. (If you are an independent consultant or counselor, this letter can be from a current client or business partner.) Each recommendation must be made on the enclosed form or on a photocopy version, with all sections completed, and sent directly to our offices. As a courtesy, you may want to provide each person with a stamped envelope, addressed to our office (see above for address). Please explain to the letter writers the importance of receiving these letters in a timely manner.
- ***A personal essay*** (typed or word processed; maximum 500 words) explaining why you are seeking this degree and how you believe it can help you in your professional development; how you will address the issue of successfully balancing the demands of a distance-learning master's degree with personal and professional demands; and any additional information about yourself (not covered elsewhere in this application) you wish to bring to the attention of the admissions committee. If you wish, you may comment on your previous college grades as an index of your abilities.

- ***A personal interview*** with the Academic Director, whenever possible, is highly recommended. If this is not convenient, a telephone interview can be arranged. The purpose of this interview is to ensure that the applicant is fully aware of all aspects of the program, and of the commitment needed for successful completion.
- ***A portfolio of samples*** of some of your best work, particularly those which illustrate your strategic management ability (e.g., public relations plans; marketing plans; crisis plans; etc.). Please limit your submissions to those that can fit into a 3-ring notebook, maximum 3 inches thick. This portfolio can be mailed to our office, or presented during your personal interview. Any proprietary information will be held in strictest confidence and all portfolios will be returned promptly.
- If your native language is other than English, you must take the ***Test of English as a Foreign Language (TOEFL)***. Arrange to have your score sent directly to our office.
- All applicants--except those already holding a master's degree or those accredited through the Universal Accreditation Board (APR) or the International Association of Business Communicators (ABC)--must take ***either the Graduate Record Examination (GRE) or Graduate Management Aptitude Test (GMAT)***. It's easy to take the GMAT and GRE via computer. The exams are available practically every day all over the world. More than 600 domestic and international testing locations are listed for the GMAT and GRE. For more information look at web site [www.mba.com/mba/TaketheGMAT](http://www.mba.com/mba/TaketheGMAT) or call 1-800-717-4628 (for U.S. and Canadian residents). If you plan to take the GRE, find more information on its web site, [www.gre.org](http://www.gre.org) or call 1-866-473-4373 (for the U.S. and its Territories, Puerto Rico, and Canadian residents). Telephone numbers for other countries are listed on the above web sites.

### **ADDITIONAL QUESTIONS ON YOUR QUALIFICATIONS?**

Please contact the Academic Director of the Communication Management Program:  
Maria P. Russell, S.I. Newhouse School of Public Communications, Syracuse University  
Phone: 315-443-3368; E-mail: [mprussel@syr.edu](mailto:mprussel@syr.edu)

### **QUESTIONS ON THE STATUS OF YOUR APPLICATION AND ARRIVAL OF ITS VARIOUS PARTS?**

Contact the Communications Management office, 315-443-3368.

MORE INFORMATION:  
315-443-3368  
FAX: 315-443-3946  
E-MAIL: [ComMgt@syr.edu](mailto:ComMgt@syr.edu)  
WEB SITE:  
[newhouse.syr.edu/ComMgt](http://newhouse.syr.edu/ComMgt)

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## Application

Year for which you are applying:

August \_\_\_\_\_ (Year)

Date of submission \_\_\_\_\_

Date received (office use only) \_\_\_\_\_

### Registration Status

- New to graduate study
- New to Syracuse University but graduate courses taken-elsewhere
- Previously took graduate courses at Syracuse University as matriculated student
- Returning graduate student seeking new graduate degree

(1) Name \_\_\_\_\_

Last First Middle Last name used on transcript (if different)

(2) U.S. Social Security number \_\_\_\_\_

(3) Male  Female

(4) Home address \_\_\_\_\_

Number and Street City

State/Province Country Zip/Post code

(5) Business address \_\_\_\_\_

Your title

Name of organization

Number and Street City

State/Province Country Zip/Post code

(6) Home telephone # \_\_\_\_\_ Business telephone # \_\_\_\_\_

Country/Area Code Country/Area code

(7) Fax # \_\_\_\_\_ E-mail address \_\_\_\_\_

Country/Area Code

(8) Date of birth (use numbers) \_\_\_\_\_

Month Day Year

(9) Citizenship  United States Citizen  Permanent resident (resident alien)

Nonresident alien. If nonresident alien, indicate country of citizenship: \_\_\_\_\_

Office use only  
Res. \_\_\_\_ Cit. \_\_\_\_ Birth \_\_\_\_

(10) Institutions from which you have requested credentials (institution codes office use only)

_____	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
Bachelor's Degree (or Equivalent) Institution	Institution Code	GPA (4.0 scale)	Degree Earned	Year Earned
_____	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
Other Institution	Institution Code	GPA (4.0 scale)	Degree Earned	Year Earned
_____	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
Other Institution	Institution Code	GPA (4.0 scale)	Degree Earned	Year Earned
_____	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
Other Institution	Institution Code	GPA (4.0 scale)	Degree Earned	Year Earned

Office use only

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

8 Fee

ADU

Misc Code IS

(11) Letters of recommendation:

Letters of recommendation have been requested from the following people:

Name Title Address

Name Title Address

Name Title Address

(12) If you wish to identify yourself as a member of an ethnic-racial group, please indicate.

- 1) African American       4) Puerto Rican       7) Caucasian
- 2) American Indian       5) Mexican       8) Other ethnicity
- 3) Asian/Pacific       6) Latin American

(13) International applicants only: when did you or will you take the TOEFL? Date \_\_\_\_\_

Score (if taken) \_\_\_\_\_

NOTE: CHOOSE (14), (15) OR (16):

(14) Check here if you are accredited through the Universal Accreditation Board (APR) or the International Association of Business Communicators (ABC).

In order to be waived from the GRE/GMAT requirement, please submit official documentation of the accreditation status.

(15) Check here if you already hold a master's degree or doctoral degree.

(16) When did you (or will you) take the GMAT? Date \_\_\_\_\_

Score (if taken) Verbal \_\_\_\_\_ Quant. \_\_\_\_\_ Anal. \_\_\_\_\_ Total \_\_\_\_\_

(17) When did you (or will you) take the GRE? Date \_\_\_\_\_

Score (if taken) Verbal \_\_\_\_\_ Quant. \_\_\_\_\_ Anal. \_\_\_\_\_ Total \_\_\_\_\_

(18) If admitted, when do you plan to attend your first residency?

August (year) \_\_\_\_\_

(19) Academic records. Complete all questions on the form itself. Do not refer us to transcripts.

**Undergraduate Studies.** List ALL previous institutions—use a separate sheet, if necessary (begin with most recent):

Name & Location of College/University (City, State)	Dates of Attendance		Credits Earned	Degree Awarded	Date Received or Expected	Major	Average of Grades		
	From	To					Overall	1st 2 yrs	2nd 2 yrs

**Graduate Studies** (begin with most recent):

Name & Location of College/University (City, State)	Dates of Attendance		Credits Earned	Degree Awarded	Date Received or Expected	Major	Average of Grades
	From	To					

(20) **Employment record.** ATTACH A RESUME THAT SUMMARIZES YOUR PROFESSIONAL CAREER TO DATE.

(21) **Interview with Academic Director:**

Please check which you prefer  In-Person  Telephone

(22) **You must arrange for a portfolio review by 1) submitting your portfolio by mail or 2) presenting it at your interview. The portfolio should represent your best work in communications, particularly those items which show managerial ability and strategic planning. Size: three-ring binder, maximum of three inches thick.**

(23) **Personal Statement:**

On a separate sheet of paper, please type a brief essay (maximum of 500 words) which addresses in a clear and concise manner the following areas:

- a. Why you are seeking this degree and how you believe it can help you in your professional development;
- b. How this Syracuse University program will assist you in achieving your goals; and
- c. How you will successfully balance the demands of a distance learning master's degree with personal and professional demands.
- d. What additional information about yourself (not covered elsewhere in this application) do you wish to bring to the attention of the admissions committee? If you wish, comment on your previous college grades as an index of your abilities.

(24) **How or where did you learn about SU's M.S. Communications Management program?**

Guide to Graduate Programs \_\_\_\_\_  
Name

Print ad \_\_\_\_\_  
Name of publication

Information booth at conference  Student or alumnus/alumna  College placement office  Internet

Letter from Academic Director  Visit to Syracuse University  Friend or colleague  Employer

Other \_\_\_\_\_

(25) **Have you ever been convicted of a felony?**  Yes  No If "yes," explain completely on a separate sheet of paper.

(26) **I will require special accommodation to fully participate in this program (indicate special requirement).**

My special requirement is: \_\_\_\_\_

I, the undersigned, apply for admission as a student to the M.S. Communications Management of Syracuse University, subject to all terms and conditions.

Signature \_\_\_\_\_ Date \_\_\_\_\_

*Return the original and two photocopies of the completed application, accompanied by a \$65 nonrefundable application fee payable to Syracuse University, S.I. Newhouse School of Public Communications, Communications Management Program, 215 University Place, Syracuse, NY 13244-2100.*

### **Syracuse University**

Syracuse University is an equal-opportunity, affirmative-action institution. We do not discriminate on the basis of race, creed, color, gender, national origin, religion, marital status, age, disability, sexual orientation, or status as a disabled veteran or a veteran of the Vietnam era or to any extent discrimination is prohibited by law. This nondiscrimination policy covers admissions, employment, and access to and treatment in University programs, services, and activities.

Syracuse University is an academic community that values diversity and seeks to promote meaningful access to educational opportunity for all its students. Syracuse University is committed to full compliance with Sections 503 and 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, and its own Statement of Student Rights and Responsibilities, which provides in relevant part that:

Students have the right to not be discriminated against by any agent or organization of Syracuse University for reasons of...disability ...in their individual roles as members of student organizations, students have the responsibility not to discriminate against others.

If you are a student with a disability and wish to request accommodations, you may choose to self-disclose at any time. However, in order to ensure sufficient time to arrange for and provide auxiliary aids and services, requests for accommodations should be made as early as possible.

If you wish to request accommodations, it is important that you provide documentation of your disability. Documentation must include an evaluation conducted by a qualified diagnostician. It is important that these materials sufficiently document the need for accommodations being requested and should include, when appropriate, a specific diagnosis, interpretation of test scores, and recommendations for support. Specific recommendations for accommodations included in the documentation will be reviewed to determine their appropriateness to this setting. Documentation that is inadequate in scope or content; does not address the student's current level of functioning; or does not address changes in a student's performance since the previous assessment was conducted may not support requested accommodations. When appropriate, additional supportive documentation will be requested. The appropriateness of an accommodation is determined on a case-by-case basis and involves an interactive process including the student, ODS staff, and, if necessary, representatives from other University departments.

If you have questions or wish to discuss services and accommodations, please contact the Office of Disability Services, Division of Student Support and Retention, Room 309, 804 University Avenue, Syracuse University, Syracuse, New York 13244-2330, or call 315-443-4498 (Voice) or 315-443-1371 (TDD).

Questions about any of the University's equal opportunity policies, including compliance with Title VI, VII, and Title IX, may be directed to Neil B. Strodel, Associate Vice President for Human Resources, Office of Human Resources, Skytop Office Building, Syracuse University, Syracuse, New York, 13244-5300; telephone 315-443-4224.

The information concerning academic requirements, courses, and programs of study contained in this catalog does not constitute an irrevocable contract between the student and the University. The University reserves the right to change, discontinue, or add academic requirements, courses, and programs of study. Such changes may be made without notice, although every effort will be made to provide timely notice to students. It is the responsibility of the individual student to confirm that all appropriate degree requirements are met.

Syracuse University is chartered by the New York State Board of Regents and accredited by the Middle States Association of Colleges and Secondary Schools. Professional accreditation for each of the professional colleges and schools accords with the regulations of the appropriate professional association. For further information, you should contact the dean's office of your school or college.

### **Campus Security Act**

It is Syracuse University's policy to provide all prospective students, upon request, with a printed copy of the University's policies and procedures regarding campus security and safety, as well as crime rates and statistics for the most recent three-year period.

Copies of Your Safety and Security at Syracuse University, a handbook which provides this important information, are available from SU's Department of Public Safety, 130 College Place, 005 Sims Hall, Syracuse, NY 13244, 315-443-5480. You may also view the handbook on the Department of Public Safety's web site at [publicsafety.syr.edu](http://publicsafety.syr.edu).

Return the original and two photocopies of the completed application, accompanied by a \$65 nonrefundable application fee payable to Syracuse University.

**RETURN TO: SYRACUSE UNIVERSITY**  
S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS  
COMMUNICATIONS MANAGEMENT PROGRAM  
215 UNIVERSITY PLACE, SYRACUSE, NEW YORK 13244-2100



*ATTACH A SEPARATE SHEET OR USE THIS SPACE FOR YOUR NARRATIVE DESCRIPTION OF THE APPLICANT'S QUALIFICATIONS RELEVANT FOR THE COMMUNICATIONS MANAGEMENT PROGRAM.*

*RETURN TO:* SYRACUSE UNIVERSITY  
S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS  
COMMUNICATIONS MANAGEMENT PROGRAM  
215 UNIVERSITY PLACE, SYRACUSE, NEW YORK 13244-2100  
PHONE: 315-443-3368 FAX: 315-443-3946