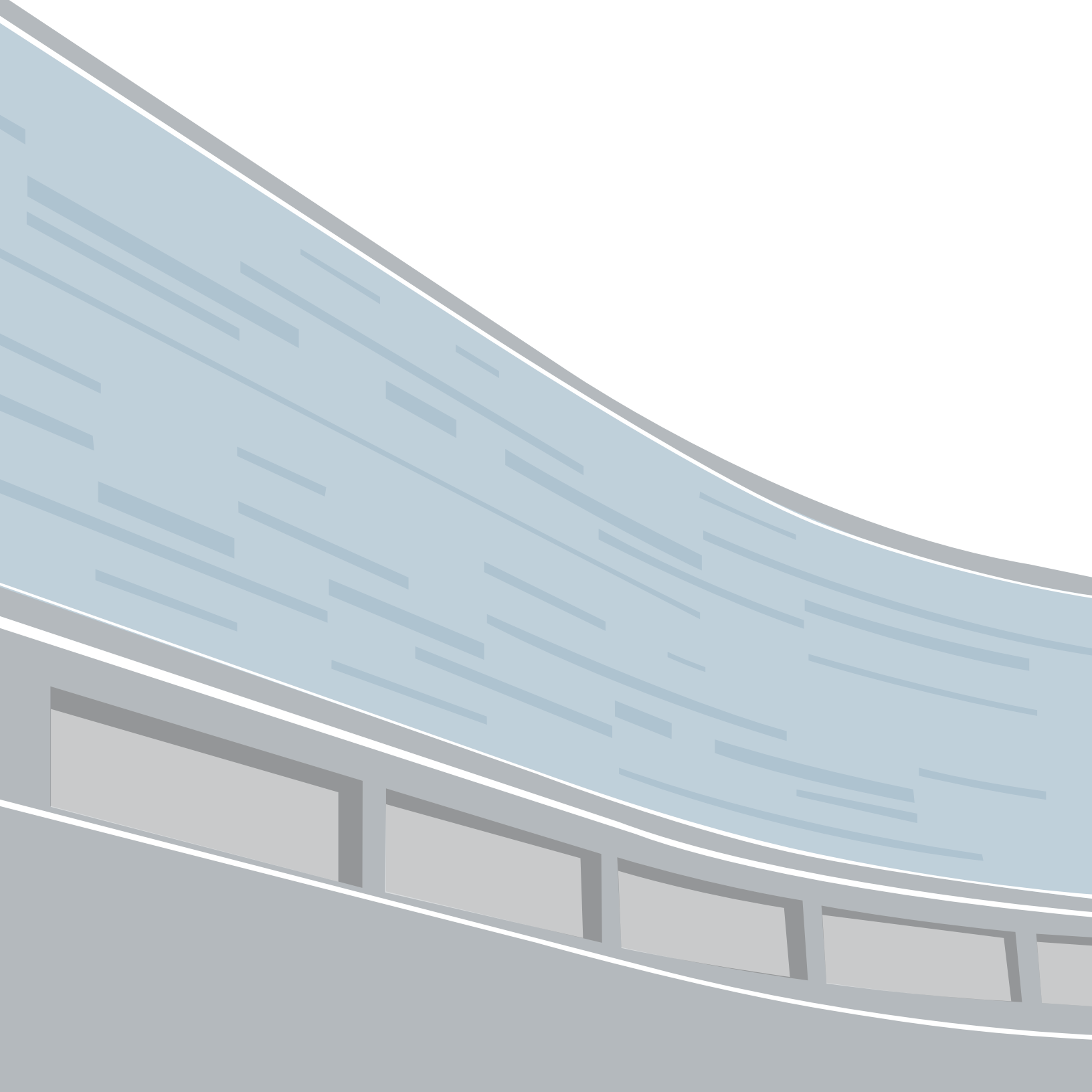


The S.I. Newhouse School of Public Communications

AT SYRACUSE UNIVERSITY

GRADUATE PROGRAMS



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learn more at:
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WHY NEWHOUSE? WHY COMMUNICATIONS? WHY NOW?

The communications industry today is an industry in flux. Traditional media are struggling with major changes in business models; social media are growing rapidly from fledgling experiments to powerful communications tools; even “new media” is no longer new. It’s a time of uncertainty for those of us working and teaching in the industry, just as it may be for people like you, who are considering joining it.

But it is also a time of great excitement and potential, a transformative moment. All of us have the opportunity to shape the communications industry in new ways, to be innovative and entrepreneurial, to take the lead and be a part of what may very well turn out to be a renaissance. Now, more than ever before, communications is one of the most exciting and important career choices you can make—and the Newhouse School is an excellent place to begin.

Our school has long been regarded as one of the nation’s premier schools of communication, where top students come to study journalism, advertising, public relations, photography, design, and film. Our reputation is built first and foremost on the quality of education offered in our classrooms, made possible by our talented, professional faculty members and our state-of-the-art facilities. The strength of the school also springs from its extensive alumni network; some of the most successful people in the industry today are our graduates, and they remain loyal to the school and our students. We are also bolstered by industry partnerships that give our students direct access to networking, internship, and, ultimately, career opportunities in some of the top businesses and organizations in the field.

But even as these things remain constant, our school is a vibrant, dynamic place—like the industry, it is a place that is always changing. We continuously invest in our facilities, bringing our students the most current equipment and tools. We keep our curriculum fresh, reflecting the industry today and preparing our students for the industry of tomorrow. And we provide endless opportunities for our students to learn *and* to do.

In many ways today, communications is a “brave new world.” Here at the Newhouse School we have embraced that world with great optimism and excitement. We invite you to join us.



Lorraine E. Branham
Dean



THE NEWHOUSE NETWORK

In addition to the outstanding facilities offered at the Newhouse School, students also benefit from the services of the exceptional Tina Press and David Rubin Career Development Center (CDC). The CDC provides Newhouse students access to an extensive network of highly successful Newhouse alumni that can be found across the globe from Asia and the Middle East to Europe and the United States. Many of our alumni have volunteered their time and contact information so that our students and recent alums can tap into their expertise as they build their careers. In fact, the Newhouse Alumni Database (NACAN) includes more than 4,000 alumni who have agreed to serve as networking contacts for fellow members of the Newhouse community. With more than 40 percent of Newhouse graduates indicating that they found employment through networking and personal contacts, NACAN has proved to be an extremely valuable resource for those who attend the Newhouse School. Within the past three years Newhouse graduate students have obtained positions at NBC Universal, Turner Sports, ACLU, MTV Networks, CNN, Conde Nast Publications, Rodale Inc., Hearst Digital Media, Tapestry Films, Ogilvy & Mather, Berlin Cameron United, National Grid, Weber Shandwick, and the National Football League's Philadelphia Eagles and Atlanta Falcons.

Profiles of recent alums are posted online monthly at newhousemasters.syr.edu.



THE NEWHOUSE COMPLEX

The Newhouse School, housed in a 250,000-square-foot, three-building complex, is one of the world's most complete centers for the study of mass communications. An all-digital environment, Newhouse includes state-of-the-art classrooms, a 300-seat auditorium, a research center, a doctoral student suite and offices, a collaborative multimedia laboratory, an executive education wing, a café, and many spaces for formal and informal meetings and collaboration among students, faculty, and staff. In order to keep pace with the rapidly changing communications industry, Newhouse commits more than \$300,000 each year to equipment upgrades, providing students with the latest audio, video, and photography devices.

SPECIALIZED NEWHOUSE FACILITIES INCLUDE:

- The Doescher Advertising and Public Relations Lab, which provides a professional agency atmosphere where students plan campaigns and make presentations.
- Photography darkrooms and printing areas for both black-and-white and color formats, as well as a large professionally equipped studio. Digital photography equipment is abundant, and many students bypass the traditional enlarger rooms to use the negative scanners and photography software available in the computer labs.
- Six Macintosh labs, each with approximately 120 workstations that feature Adobe Creative Suite, FinalCut, and LexisNexis research tools.
- A digital editing suite with more than two dozen video and audio editing booths.
- Three studios for music recording and sound production. The largest is a floating music studio with 24-track mixing control.
- Two professionally equipped television studios with a master control room. One contains a news set, where broadcast and digital journalism students produce daily newscasts; the other is used primarily by television production classes.

One of Newhouse's best resources is its faculty. We have more than 70 full-time faculty members and 50 adjuncts. They have extensive professional and academic experience and are trained in the most recent digital capabilities. For a complete list of faculty, please visit newhouse.syr.edu/faculty_staff.

Many students seek communications experience through the University's student media outlets, including The Daily Orange, a student newspaper; 360°, a student magazine devoted to diversity; WAER or WJPZ, campus radio stations; or the student-run TV station.

Below are some activities and publications specific to the Newhouse School.

Democracywise: Launched in 2007, Newhouse's Democracywise web site is a rich database of information on political races and candidates with special relevance to Central New York. The site features interactive maps of New York voting districts; profiles of candidates running for office; stories on political issues and money in races of local interest; and links to other sources of political and government information, such as how to find your polling locations. In the fall semesters, stories focus on the upcoming elections; in the spring, they explore issues such as politics and sports, politics and religion, or politics and civil rights. [democracywise.syr.edu]

Fall Workshop: Each fall, visual and interactive communication students work side-by-side with some 20 professional journalists from across the country, including editors from NPR, The Charlotte Observer, The Star-Ledger (Newark, N.J.) and AOL. Through photography, video, audio, and writing, students document life in local towns, choosing a different town each year. The workshop is organized by the Department of Visual and Interactive Communications and uses equipment loaned by Apple and Nikon. [www.thefallworkshop.com]

“Throughout their courses of study, students are exposed to intense classroom study, field experience, and hands-on, real-world project development. Newhouse students carve unique paths of learning during their time in Syracuse. While each finds his or her own voice at Newhouse, graduates share the thread of enormous potential of becoming future leaders in public communications.”

—Joel Kaplan, Associate Dean
for Professional Graduate Studies



STUDENT PROJECTS & PUBLICATIONS

Handshake: Handshake magazine was created and produced by graduate journalism students as a visionary fusion of the online and print worlds. It relies on an ARG (alternate reality game) and social media to connect with its audience in a revolutionary way. The magazine and web site target 20-somethings with an interest in geek, online, and gaming cultures. It has also been selected as SPJ Mark of Excellence Award finalist. [www.Handshakemag.com]

NewsHouse: Newhouse's web-based newsmagazine features work produced across all media platforms in the school's state-of-the-art Collaborative Media Room. Any student is invited to contribute to this innovative publication that covers, interacts with, and engages the Syracuse University community. (www.thenewshouse.com)

News21: Newhouse is one of 12 academic institutions chosen to participate in an innovative multimedia journalism program sponsored by the Carnegie-Knight Initiative on the Future of Journalism. The initiative seeks to adapt journalism education to the challenges of a struggling news industry. (www.news21newhouse.org)

The Stand: The Stand is a community newspaper created through a collaboration between SU students and faculty and residents of Syracuse's South Side, an economically struggling community located directly west of the University. The Stand first launched as a web-based publication, then in print. It's part of SU's South Side Initiative, which supports University-community projects that contribute to the revitalization of the South Side. (mysouthsidestand.com)

Spoletto: Students in the Goldring Arts Journalism program spend 17 days in Charleston, South Carolina covering Spoleto Festival USA and Piccolo Spoleto for the city's Post and Courier. [www.SpolettoToday.com]

Student Voice: Every spring, the Student Voice project brings more than 50 students and professors together to collaborate on a special report about a single topic. Students work as editors, reporters, multimedia photojournalists, artists, and designers. [studentvoice.syr.edu]



ADVERTISING

Program Requirements (36 Credits) – Master of Arts Degree

Required Courses

ADV 604	Seminar in Advertising Practice and Leadership
ADV 611	Strategic Principles and Practices
ADV 612	Strategic Brain: Account planning and Research
ADV 613	Strategic Brain: Media Planning
ADV 615	Creative Brain
ADV/ICC 523	Digital Branding and Strategy
ADV 625	Integrated Advertising Campaigns (6 credits)
COM 698	Media Law
GRA 617	Visual Communications Theory and Practice

Acadaemic Emphasis (6 credits)

Students are expected to complete an emphasis that satisfies their individual career goals. Faculty advisers will work with students to put together two electives to fulfill the requirement and to build a critical understanding to their study interest in advertising. This approach helps to accommodate the significant changes occurring in the marketplace and media by providing a fluid curriculum that can readily react to change.

Recommended emphases can include, but are not limited to the following:

- Digital Engagement
- Brand Management
- Media Planning
- Cross-cultural Advertising
- Fashion Promotion
- Health Promotion
- Non-Profit Promotion

Prepare for a fast-paced and rewarding career in the advertising industry with Newhouse's professional master's program. Here you will get hands-on training and develop professional strategies to succeed and thrive in positions at advertising agencies, corporate advertising departments, and media companies.

Our one-year, management-focused program will provide you with a comprehensive look at the advertising industry, with coursework in advertising practice and management; digital advertising and branding; marketing communication; advertising/public relations law; advertising/communications research; and writing and visual communications. While studying this art of persuasive communication, you will examine advertising theory and techniques in the classroom and with clients. You will also have the opportunity to take part in internships and learn more about the changing industry.

Our advertising faculty members have worked in the field—on the client side, with the media, and in multinational advertising agencies. They remain involved with the industry through consulting, research projects, and industry events.

You'll begin the program in early July; most students finish in June of the following year. The program is completed with a capstone course in which you will develop intensive and integrated marketing communications campaigns for real-world clients. Most students begin searching for jobs in major metropolitan areas, often networking within the expansive network of successful Newhouse alumni.

“The entire program really gave me a 360-degree view of the advertising business so that when it came time to actually start working at an agency, I had a real understanding for how the industry functions.”

—Christopher Hannmann '09,
assistant media planner at
Ogilvy and Mather, New York

Communicating about today's culture—whether online, on air, or in magazines and newspapers—requires advanced skills in digital technology; writing and multimedia storytelling abilities; and experience. The professional arts journalist also needs in-depth knowledge of such subjects as music, theater, film, visual arts, television, popular culture, fashion, architecture, and design.

The Goldring arts journalism program is the nation's first master's degree program in arts journalism at an accredited journalism school. A collaboration of the Newhouse School and Syracuse University's School of Architecture, College of Arts and Sciences, and College of Visual and Performing Arts, the program offers a unique curriculum of communications and arts courses tailored to meet individual educational objectives and to prepare journalists for the demands of the professional online marketplace. Alumni work at magazines and newspapers, in radio and television, and in arts organizations internationally.

The intensive 36-credit, 12-month program begins in July and includes a mix of multimedia communications and cross-disciplinary arts courses. You will travel to New York City for a cultural immersion course, to Toronto to cover the international film festival, and to Charleston, South Carolina to cover the Spoleto Festival USA for the local newspaper in print and online. You will gain additional professional experience through internships at newspapers or magazines. You will also attend theater, music and opera performances, and film screenings, and visit art galleries and architectural sites. All this is part of the Goldring experience.

The program and special financial aid for qualified students have been made possible by a generous gift from arts patron and Syracuse University trustee Lola Goldring and her husband, Allen.

“Syracuse was the perfect place to develop as an arts journalist. The culture is rich—and just a little bit quirky—and everyone is always happy to talk to you.”

—Michael LoPresti '09,
assistant coordinator,
communication and
training at Sundance Film
Festival, Park City, Utah
and associate volunteer
coordinator for San
Francisco Film Society



ARTS JOURNALISM

Program Requirements (36 Credits) — Master of Arts Degree

Required Courses

AJP 602	Arts Reporting
AJP 606	Feature and Critical Writing*
AJP 611	Literature of Arts Journalism
AJP 615	Cultural Issues I
AJP 616	Cultural Issues II
AJP 621	Practicum: NYC Arts
AJP 631	Capstone Arts Writing Workshop
COM 698	Media Law
NEW 605	News Writing and Reporting*

Electives (12 credits)

Additional graduate courses in areas such as architecture, film, visual arts, music, or theater, as well as journalism, communications, and writing courses.

Recommended but not required

AJP 636	Cultural Media Practicum
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* Students with substantial journalism background may petition to substitute a suitable elective.



BROADCAST & DIGITAL JOURNALISM

Program Requirements (40 Credits) – Master of Science Degree

Required Courses

BDJ 510	Topics in Specialized Practices (1 credit)
BDJ 611	Writing for Broadcast and Digital News
BDJ 636	Critical and Historical Perspectives on Broadcast Journalism
BDJ 663	News Reporting I
BDJ 664	News Reporting II (4 credits)
BDJ 665	News Producing and Presenting (6 credits)

BDJ 667	News Reporting III (4 credits)
BDJ 675	Washington Professional Experience (4 credits)
COM 647	Applied Media Research
COM 698	Media Law

Electives (6 credits, choose two courses)

Selection varies in any given year.

The Newhouse graduate program in broadcast and digital journalism is designed to provide the necessary combination of practical training and theoretical study to prepare you for a career in electronic journalism.

The Newhouse facilities feature four news laboratories, an industry-proven wire service and scriptwriting software system, a modern television studio, a studio devoted to live reporting instruction, digital camera systems, and multiple video and audio editing stations.

While completing this 40-credit curriculum, you will take courses in writing; information gathering and reporting; editing; producing; and anchoring in traditional and new platforms. Our professional faculty members emphasize hands-on experience in all coursework and encourage you to pursue internships at local television and radio stations. Small class sizes allow for invaluable one-on-one interaction between students and faculty.

You will begin your studies in early July and complete the program the following summer with an on-campus capstone, during which you will work for two daily newscasts. You will then study and report for six weeks in Washington, D.C.

Most graduates of the program begin their careers at stations in small or medium-size markets, moving up quickly to take positions in larger markets or with the networks.

“The program offers students a chance to experience real-life newsroom expectations, including deadlines, the opportunity to cover actual local news events, the chance to discover the complex, multi-tasking, team work needed to produce an actual newscast.”

—Stephanie Berzinski '09,
reporter at KAMC, Lubbock,
Texas

The documentary film and history program will help you develop the skills and savvy required to take full advantage of the expanding possibilities for non-fiction film. You will deepen your understanding of history while you acquire the practical skills of the filmmaker's craft. You will achieve professional excellence in researching and producing documentary films on historical subject matter, and in understanding the nature and use of such films.

A cross-disciplinary program with the Maxwell School of Citizenship and Public Affairs at Syracuse University, the program emphasizes writing and production; research; and distribution and funding of documentaries and other nonfiction media. Coursework encompasses such areas as historical research, film production, script writing, and proposal writing.

You begin your studies with an intensive summer experience in July, and finish with an internship and production of a documentary the following summer.

Our students go on to work as writers, editors, directors, designers, and executives at independent production companies and organizations, such as The History Channel, The Learning Channel, and PBS. Graduates also teach media and history.

Most students have an undergraduate major or minor in history. In some cases, students are admitted under the condition that they take undergraduate courses in history.

“What drew me to the program was that it has a mix of the practical side—filmmaking and production—and also this foundation of an academic approach to film and history.”

—Clare Keating '09,
production assistant
at Monadnock Media,
Springfield, Mass.



DOCUMENTARY FILM & HISTORY

Program Requirements (39 Credits) – Master of Arts Degree

DFH 610 Documentary Production Research (three 1-credit courses)
DFH 695 Historical Narratives and Interpretations
HST 500-999 Various topics
HST 500-999 Various topics
HST 615 Oral History Workshop or ANT 682 Life Histories/Narratives
HST 802 Modes of Analysis in History
TRF 600 Industry Practicum

TRF 611 Dramatic Writing for Television and Film
TRF 637 Telecommunications Law and Policy
TRF 650 Advanced Practice: Special Projects
TRF 655 Television Practices
TRF 659 Documentary Production
TRF 669 Advanced Practice: Filmmaking



MAGAZINE, NEWSPAPER & ONLINE JOURNALISM

Program Requirements (36 Credits) — Master of Arts Degree

Required Courses

COM 698	Media Law
GRA 617	Visual Communications Theory and Practice
ICC 606	Applied Research in Content Management
MNO 601	Principles: Business, History, and the Ethics of Journalism
MNO 617	Multiplatform Reporting and Writing
MNO 631	Journalism Enterprise (6 credits)
NEW 605	News Writing and Reporting

Editing (choose one)

MNO 608	Magazine Editing
NEW 508	Newspaper Editing

Electives (choose three; 9 credits)

Electives will be selected in consultation with the student's advisor from the broad range of graduate offerings in the Newhouse School and the University at large. Many students elect to complete an internship (NEW 535) at one of several Central New York newspapers.

The magazine, newspaper, and online journalism program prepares students for the journalism industry. You will learn to write, report, design, and edit across communication mediums and create content comparable to the professional work seen today in magazines and newspapers and their online extensions.

Newhouse's faculty of media professionals brings real-world standards and skills to the classroom: writing on deadline, narrative storytelling, in-depth reporting, and conceptual and line editing. You will take courses in writing, reporting, editing, web design, research, and communications law. Other courses cover web innovation; political and urban affairs; sports reporting; new media business; travel writing; designing interactivity; photography; graphic design; and magazine article writing.

In addition to contemporary media coursework, you will learn through internships at local media, including *The Post-Standard* (Syracuse), *The Observer-Dispatch* (Utica), *Syracuse New Times*, *Syracuse University Magazine*, and *Syracuse.com*.

You can also produce exclusive web content for *NewsHouse.com*, Newhouse's web-based news magazine, which features award-winning multimedia storytelling—news stories, profiles, blogs, social media, and digital photography—produced in a state-of-the-art collaborative media lab. Courses taught in the lab bring together students from a range of disciplines, including newspaper, magazine, graphic arts, media management, photography, and broadcast and digital journalism.

The yearlong program begins in early July. Most students finish the following June after completing a capstone experience. You can choose one of three options to fulfill the capstone requirement: create a magazine launch issue and accompanying web site; work on an enterprise reporting project; or complete a professional internship and research paper.

Most graduates begin careers as entry-level editors at magazines, as reporters or editors at medium or large newspapers, or at the online operations of magazines and newspapers.

“The program takes the best of what each part of the industry has to offer and puts it in the student's hands. In this industry, you have to be a jack-of-all-trades—you have to write with the speed of a news writer, with the creativity of a magazine writer, and know how to put it online faster than the next guy.”

—Brenna Cammeron '09,
assistant online editor at The
Week Magazine, New York

If you envision a future in communications leadership, the new media management program is right for you. Offered jointly with the Martin J. Whitman School of Management at Syracuse University, the program will help you develop managerial skills that aid in solving the challenges of the new digital communications environment. Here you will learn how marketing, finance, and entrepreneurship apply to the evolving communications business.

The program's central focus is new media; you will benefit from coursework that combines management and business content with a look at how the Internet is transforming the business of communications, preparing you for a decision-making career in a fast-moving industry.

The program begins in early July and concludes with a 6-credit capstone experience the following summer. As part of a recent capstone, students worked for the director of business development for Foursquare, researching and developing new core services, business products, and user games built on the Foursquare platform. The products were prototyped and presented to Foursquare executives at the company's offices in New York City.

Completion of the degree requires 36 to 42 credits, depending on your previous academic experience. Up to six media management credits may be waived, at the discretion of the program director, for previous relevant study.

“New media management offers students the unique opportunities to not only learn about the communications industry's burgeoning trends and organizational landscape, but also how to operate within those frameworks.”

—Will Elkins '09, radio sports broadcaster and studio engineer at Region Sports Network, Highland, Ind.



NEW MEDIA MANAGEMENT

Program Requirements (36-42 Credits) — Master of Science Degree

REQUIREMENTS OF THE NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

Required Courses

COM 698	Media Law or
TRF 637	Telecommunications Law and Policy
ICC 606	Applied Research in Content Management
ICC 617	Issues in Media Management
ICC 625	New Media Business
ICC 683	Case Studies in Media Management or
TRF 683	Communications Industry Frontiers

Capstone

ICC 689	New Media Management Capstone (6 credits)
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REQUIREMENTS OF THE MARTIN J. WHITMAN SCHOOL OF MANAGEMENT

Required Courses

EEE 643	Emerging Enterprise Consulting or
MAR 745	Strategic Brand Management
MBC 603	Creating Customer Value (1.5 crs)
MBC 604	Managing the Market Mix (1.5 crs)
MBC 607	Understanding Financial Statements (1.5 crs)
MBC 609	Accounting for Managerial Decisions (1.5 crs)
MBC 618	Competitive Strategy (1.5 crs)
MBC 619	Corporate Strategy (1.5 crs)
MBC 639	Leadership in Organizations

Students without prior background in communications must complete an additional 6 credits in Newhouse course-work chosen in conjunction with the program director.



PHOTOGRAPHY

Program Requirements (30-33 Credits) — Master of Science Degree

PROGRAM OPTION A: THESIS

Required Courses

COM 997	Master's Thesis (6 credits)
GRA 617	Visual Communications Theory and Practice
PHO 608	Problems in Photography

Photography (choose one)

PHO 604	Advertising and Illustration Photography II
PHO 625	Picture and Multimedia Editing

Mass Communications and Society (choose one)

COM 605	Quantitative Methods for Mass Communications Research
COM 698	Media Law
COM 755	Communications Theory

Photo Electives

6 credits from graduate-level photography courses

General Electives

6 credits of graduate coursework

Students who elect to write a thesis should have an idea for a topic early in the program. The thesis may be creative, historical, scientific, or statistical in nature.

PROGRAM OPTION B: SPECIAL PROJECT

Required Courses

COM 605	Quantitative Methods for Mass Communications Research or
COM 755	Communications Theory
COM 698	Media Law
GRA 617	Visual Communications Theory and Practice
PHO 608	Problems in Photography or
PHO 609	Problems in Photography

Photography (choose one)

PHO 604	Advertising and Illustration Photography II
PHO 625	Picture and Multimedia Editing

Photo Electives

9 credits from graduate-level photography courses

General Electives

9 credits of graduate coursework

In addition to the above courses, you must submit a proposal to the faculty for a major and significant photographic project. After approval and successful completion of this project along with the above coursework, the faculty will recommend the candidate to the Syracuse University Graduate School for the master's degree.

The photography program helps you understand the rich heritage of still photography while placing a strong emphasis on multimedia story telling and technology. Whether your focus is on illustrative, advertising or photojournalistic storytelling/photography, you will develop a solid foundation of traditional skills needed to work at a high level, while simultaneously adding audio, video, Flash, non-linear editing, and other content-gathering skills to your resume in classes focused on new ways of producing and delivering content.

The Newhouse facilities feature the state-of-the-art Collaborative Media Room, designed to help students from various media platforms work together on projects; computer and photography labs for high-quality film scanning, portfolio quality digital printing, and professional-grade software for still motion and graphics imaging; a 2,000-square-foot, two-story studio with large-format digital capture technology and the latest professional lighting equipment; and an assortment of professional video, audio, and still equipment, including equipment from Nikon, Canon, Leaf, Marantz, Sony, and Sennheiser.

In addition to multimedia and traditional photography courses, you can take classes in graphic arts, writing, advertising, and interactive communications. As skills develop, a required master's project or thesis rounds out that expertise and your portfolio.

Graduates of the program work as multimedia storytellers and producers, directors of multimedia/photography/visual departments, and web-based multimedia journalists as well as traditional picture editors, newspaper and documentary photographers, advertising and fashion photographers, portrait photographers, freelance editorial photographers, and university instructors.

Students without previous photography experience but with otherwise strong credentials may be admitted if they complete a Newhouse undergraduate photography course.

“The versatility of the photography program allowed me to cater the experience to my interests and career aspirations. Not only can I see a marked improvement in my still images, but I’ve gained invaluable experience with multimedia production and web publication.”

—Kristen Hiller '09, owner of kristenhillermedia.com, Syracuse, N.Y.

Cross-cultural communication brings with it complex challenges. If you're interested in assuming public communications responsibilities for governments, non-governmental organizations (NGOs), or the private sector, our public diplomacy program will teach you to meet these challenges head on. The program is offered jointly by the Newhouse School's Department of Public Relations and the Maxwell School's International Relations Program.

You will learn about the emerging field of public diplomacy and the ways in which it is evolving beyond traditional practices, encompassing the efforts of governments and NGOs to communicate and build relationships in ways that have a positive impact and influence on audiences of many types in the public and private sectors.

You will gain the skills needed to understand how to build relationships with diverse audiences at home and abroad and develop communications programs that describe an organization, convey its vision, explain its actions, and capably and confidently communicate its message in times of change or crisis.

The program begins in early July with a summer-long gateway seminar, introducing you to the fields of public diplomacy and public communications, and their cross-disciplinary synthesis. During the fall and spring semesters, you will take courses at both the Newhouse and Maxwell Schools. The following summer, you will complete an off-campus experience at one of the following locations: Washington, D.C.; Geneva, Switzerland; Vienna, Austria; or Strasbourg, France. You resume coursework in the second fall semester and finish the program that spring in Washington, D.C., where you complete a required internship and attend two special seminars addressing issues in public diplomacy and public communication at Syracuse University's Paul Greenberg House. Upon completion, you earn both a master of arts degree in international relations and a master of science degree in public relations.

“ I can't think of a more ideal program that enhanced and challenged my knowledge in the academic areas that I'm interested in, but also prepared me for my current position. ”

—*Jacqueline Cho '10, junior associate for TAF's Center for U.S.-Korea Policy at The Asia Foundation, Washington, D.C.*



PUBLIC DIPLOMACY

Program Requirements (58 Credits) — Master of Science Degree in Public Relations Master of Arts Degree in International Relations

Required courses at the S.I. Newhouse School of Public Communications

Communications

COM 698 Media Law

Graphic Design

GRA 617 Visual Communications Theory and Practice

Newspaper and Online Journalism

NEW 605 News Writing and Reporting

Public Relations

PRL 602 Introduction to Public Diplomacy and Communications

PRL 605 Organizational Public Relations

PRL 604 Public Relations Writing

PRL 611 Public Relations Research

PRL 615 Public Relations Campaigns

PRL 725 Public Relations Management

PRL 735 Public Relations Practicum

Required courses at the Maxwell School of Citizenship and Public Affairs

Economics

ECN 601 Survey Microeconomic Theory

International Relations Program

IRP 645 History of International Relations

IRP 704 Quantitative Skills in International Relations

IRP 705 Strategic Planning, Implementation, and Evaluation in International Affairs

IRP 707 Culture in World Affairs

IRP 708 Issues for 21st-Century Public Diplomacy

IRP 709 Public Communication in the Digital Era: Bridging Public Affairs and Institution Building

IRP 706 International Relations Capstone Seminar (1 credit)

IRP Internship (6 credits)



PUBLIC RELATIONS

Program Requirements (36 Credits) – Master of Science Degree

PROFESSIONAL TRACK

Requirements

COM 698	Media Law
GRA 617	Visual Communications Theory and Practice
MBC 607	Understanding Financial Statements (1.5 credits)
MBC 627	Financial Markets and Institutions (1.5 credits)
PRL 525	Public Relations Practicum (Internship)
PRL 604	Writing for News and Public Relations
PRL 605	Public Relations Theory
PRL 611	Public Relations Research
PRL 614	Advanced Public Relations Writing for Digital Platforms
PRL 615	Public Relations Campaign Planning and Execution
PRL 635	Public Relations Culminating Experience
PRL 725	Public Relations Management

Comprehensive exam required

MAYMESTER required Elective (3 credits)

Elective course will be selected in consultation with the student's adviser from the graduate offerings in the Newhouse School and the University at large during Maymester.

THESIS TRACK

Requirements

COM 698	Media Law
GRA 617	Visual Communications Theory and Practice
PRL 604	Writing for News and Public Relations
PRL 605	Public Relations Theory
PRL 611	Public Relations Research
PRL 614	Advanced Public Relations Writing for Digital Platforms
PRL 615	Public Relations Campaign Planning and Execution
PRL 725	Public Relations Management

Two required research and theory electives chosen with adviser (6 credits)

Thesis: COM 997 (6 credits) required

Organizations need experienced communicators to effectively convey their messages. At Newhouse, you will learn to create those messages and organize strategic plans to connect with audiences.

Our internationally recognized public relations program is one of the few in the U.S. that offers undergraduate, graduate, and mid-career-level PR education. Typically, incoming graduate students are recent college graduates planning on entering the public relations field. Also enrolling are public relations practitioners with fewer than five years of experience who are looking to renew and refine their skills.

In our 13-month program, you will study the theory, concepts, processes, and practices of public relations. You may choose between two tracks: the professional track, which prepares you to enter the practice of public relations; or the thesis track, which leads to doctoral study, in preparation for a career in teaching or research. If you pursue the professional track, you will complete 36 credits and conclude your studies with a cumulative exam and a public relations internship in a setting of your choice, emerging fully prepared to practice in today's quickly evolving digital world. In the thesis track, your culminating experience includes the writing of a thesis and preparation for doctoral study.

Our graduates pursue careers in public relations firms, public affairs, marketing communications, corporate communications, community relations, fundraising, association and not-for-profit organizational communications, and government information services.

“ The public relations program educates students far beyond writing a press release or a pitch letter. I now feel I understand how to strategically think about crafting messages, creating campaigns and reaching out to the publics that are key to my clients. ”

—Lisa Cialfi '10, account coordinator at Travers Collins & Company, Buffalo, N.Y.

Hammering the slate, directing the film, delivering the script on deadline, designing the set, bringing the studio crew together, editing the final cut, or providing that behind-the-scenes voice—you'll gain all these skills and more in the television, radio, and film program. Here, you can prepare to work in a wide variety of positions, including writing, directing, editing, producing, managing, designing, or representing artists. Our graduates have gone on to work at NBC, MTV, CNN, Time Warner, CAA, Paramount Pictures, and independent production companies.

An experienced faculty will help you navigate our expansive class choices to best meet your career goals, and help you decide whether to specialize or diversify your coursework. Areas of study include animation (2D and 3D); sound, music, and radio production; screenwriting; filmmaking (features and documentary); television production (short and long form); management; television and cinema studies; international perspectives; and interactive media.

You will begin the program in early July. Most students finish with a major-market internship during the first six weeks of the following summer. You must take 36 credits and pass a comprehensive examination to complete the degree. You'll also have opportunities to participate in weeklong industry seminars in New York City or Los Angeles.

“ You can specialize in a specific aspect of media, be it writing, management, or production, or you can widen your knowledge base to make everything you learn the foundation of a career in any media production enterprise you find interesting. ”

—Blake Stilwell '08, media technician at the White House Communications Agency, Washington, D.C.



TELEVISION, RADIO & FILM

Program Requirements (36 Credits) — Master of Arts Degree

Requirements (19-21 credits)

TRF 610	Proseminar in Television, Radio and Film (Phase I, II, and III--1 credit each) Note: Proseminar includes an optional industry-immersion trip to New York City or Los Angeles during winter break.
TRF 635	Industry Forces
TRF 636	Critical and Historical Perspectives on Television, Radio and Film
TRF 637	Telecommunications Law and Policy
TRF 655	Screenwriting and Production Workshop
TRF 675	Entertainment Industry Practicum (1-3 credits)
TRF 696	Research for Entertainment Media

TRF Electives (15-17 credits)

TRF Master's students tailor their individual programs to fit their unique learning goals by choosing specialized courses from a list of TRF elective offerings. Electives range in subject from management to screenwriting, production (including audio, filmmaking, TV and online process and technique), global perspectives, popular culture studies and everything in-between. Students may petition courses from other Newhouse or University programs to count as electives in their program of study.

NOTE: Course listings are subject to change. Final listings are published in the Schedule of Classes before each semester. Selected and variable topic courses will be specified in the Schedule. The following courses are 3 credits unless otherwise noted.

TRF 510	Specialized Practice (1-credit modules)
TRF 530	Popular Culture Studies: Selected Topics
TRF 545	Television and Radio Performance

TRF 560	Topics in International Perspectives
TRF 592	Film Business
TRF 594	Television Business
TRF 595	Programming and Audience Analysis
TRF 600	Selected Topics
TRF 611	Dramatic Writing for Television and Film
TRF 621	Feature Film Writing
TRF 622	Comedy Writing
TRF 624	Script Development
TRF 650	Advanced Practice: Special Projects (1 credit modules)
TRF 651	Filmmaking
TRF 652	Television Production
TRF 653	Shortform Production
TRF 654	Music Recording
TRF 656	Sound for Picture
TRF 657	Music Underscoring
TRF 659	Documentary Production
TRF 665	Production Practicum-Television
TRF 667	Screenwriting Master Class
TRF 669	Advanced Practice: Filmmaking
TRF 683	Communications Industry Frontiers

Additional Requirements

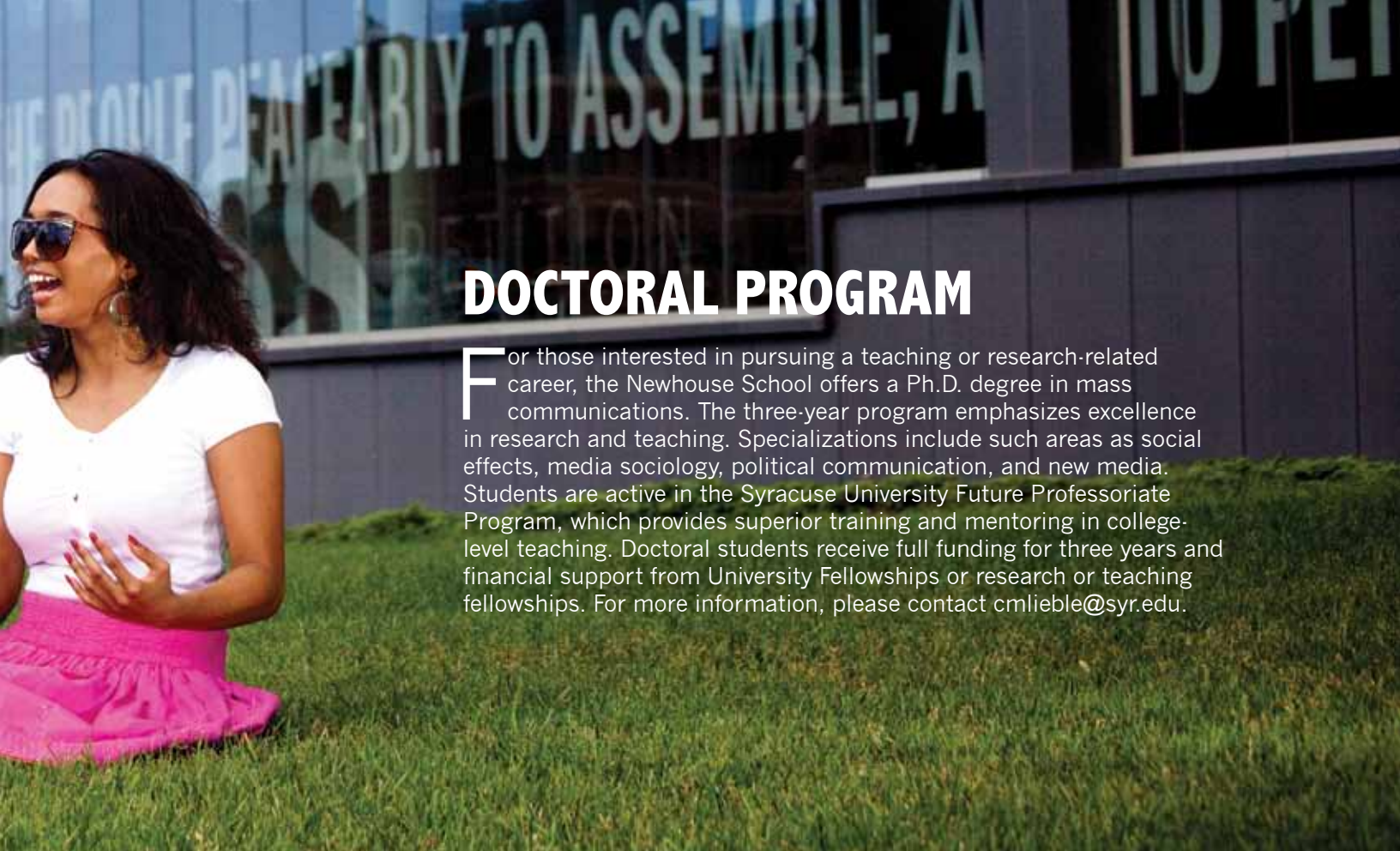
At least 18 credits of the program's total 36 credits of coursework must be 600-level or above. Students must pass a comprehensive examination which they are eligible to take upon completion of 30 credits.



COMMUNICATIONS MANAGEMENT

This interdisciplinary program is intended for public relations professionals with at least five years of full-time professional experience seeking to earn a master's degree in communications management through an innovative distance-learning format. The program combines courses in public relations business and leadership, fusing the knowledge, skills, and abilities needed for career advancement in the ever-changing public relations profession.

This fully accredited program, requiring 36 credits, draws its courses from the Newhouse School (which confers the degree) and from the Whitman School of Management and the Maxwell School of Citizenship and Public Affairs at Syracuse University. Enrolled students meet with faculty at the beginning of each semester for weeklong site residences in Syracuse and New York City, and then study and prepare assignments from wherever they live and work. For more information, please contact ComMgt@syr.edu.



DOCTORAL PROGRAM

For those interested in pursuing a teaching or research-related career, the Newhouse School offers a Ph.D. degree in mass communications. The three-year program emphasizes excellence in research and teaching. Specializations include such areas as social effects, media sociology, political communication, and new media. Students are active in the Syracuse University Future Professoriate Program, which provides superior training and mentoring in college-level teaching. Doctoral students receive full funding for three years and financial support from University Fellowships or research or teaching fellowships. For more information, please contact cmlieble@syr.edu.

MEDIA STUDIES

This academic master's program is ideal for students with mass media experience who wish to critically examine the mass communication process. Through examination of contemporary media events, students assess the media's relationship with the world and how the two shape each other. Areas of inquiry include political communication, social effects, and media and diversity. The program is an excellent foundation for doctoral study or for research-oriented jobs in the private or public sector.

Students begin in the fall semester and must complete a master's thesis in addition to 36 credits of coursework. The program provides flexibility, allowing students to pursue individual interests. Research opportunities abound. Students can take on a research assistantship and present their research at national conventions. For more information, please contact cmlieble@syr.edu.

