

Communications Program Podcast

Hello, my name is Kelsey and I am a staff member in The Graduate School at Grand Valley State University. Thank you for taking the time to learn more about Grand Valley's Master of Science in Communications program. Today we're going to cover the admissions process, program requirements, and the qualities that distinguish this program.

Let's start by explaining to you what this program entails. The Master of Science in Communications graduate program is relevant for those who are or wish to become professionals and executives in public relations, advertising, promotions, media, or related areas. This is a 36 credit hour program and can be completed in 2 academic years as a full-time student or in 3-4 years as a part-time student.

Standard GVSU admission requirements include completion of the online application as well as a Bachelor's degree from an accredited institution of higher education. Your application must include official transcripts, and if English is not your native language you must provide scores from one of our approved standardized tests such as the TOEFL, IELTS, MELAB, or the PTE Academic. There is a \$30 nonrefundable application fee, however this fee is waived if you attended GVSU previously or are currently attending GVSU.

The Master of Science in Communications program also requires that you submit a resume, three letters of recommendation, and a 500-word essay in which you speak to why you are interested in this program and how you believe it will benefit your professional goals.

More program details as well as the online application can be found on the Communications graduate program website, www.gvsu.edu/grad/communications.

The great news about GVSU's graduate programs is that tuition rates for Michigan resident and non-resident students are the same. In other words, there are no extra costs for being an out of state student. Current tuition costs and information about scholarships and financial aid can be found at www.gvsu.edu/financialaid or by calling 616-331-3234. For information on graduate assistantships, please contact The Graduate School at gradschool@gvsu.edu.

The Master of Science in Communications is a 36 credit hour program including 9 credit hours of elective coursework. For these elective credit hours, the program permits students to take courses in other fields, such as business and public administration, or, while working with a faculty member, the student may complete projects that allow the students to blend their professional work with their graduate program.

The Master of Science in Communications program at GVSU is unique for a number of reasons. It is a blend of theory and research, with most of the program's attention given to professional application. The central focus of the program is strategic communications. This program develops the student's information-gathering skills, as well as their ability to decide how to most effectively apply information to communication problems. For a complete listing of all courses please visit www.gvsu.edu/grad/communications.

That is just a snapshot of the Master of Science in Communications graduate program at Grand Valley State University. We hope that you will consider applying to a graduate program at GVSU. Any questions can be directed to the Graduate Program Director, Dr. Alex Nesterenko, at nesterea@gvsu.edu or to The Graduate School at gradschool@gvsu.edu. Thank you for your time and we hope you have enjoyed this podcast.