

# USC Annenberg

## School for Communication and Journalism

### DEGREE PROGRAM OVERVIEW

The **Master of Communication Management** teaches students to understand communication's centrality in human activity today, across complex, global, technology-fueled contexts. Students learn how to shape communication dynamics and use communication to impact professional and organization success, through critical skills in thinking, writing, and presenting.

### When is the application deadline?

For the fall term beginning August 2016, the application filing period for U.S. citizens and permanent residents is **May 1, 2016**. All official transcripts and test scores must be sent to USC Graduate Admission one month prior to the deadline.

International applicants must apply by **February 5, 2016**. All official transcripts (original language and English translation for International students) and test scores must be sent to USC Graduate Admission by February 19.

### What content should be in my application résumé?

Upload a current resume listing internships and paid employment. Describe the nature of work and dates of employment. Include academic and professional awards, honors, teaching experience, subject matter expertise, and language(s) proficiency other than English.

### What should I address in my Statement of Purpose?

This statement, which should convey your passion for the field, should be approximately 500 words, typed and double spaced. Care should be taken to submit a clear, concise and well-written essay.

1. How will a degree in Communication Management enhance your professional development?
2. Which area of focus in Communication Management (e.g., marketing communication, media & entertainment management, organizational and strategic corporate communication etc.) interests you more, and why?
3. How have your internships or professional work experiences influenced your decision to pursue a graduate degree in Communication Management at USC Annenberg?
4. What will you contribute to the Master of Communication Management program?

### What type of writing sample is required?

Upload one or two sample(s) of your best writing. The writing may take various forms: a report for your organization, press releases for clients, news articles, a set of substantial memos to your superiors successfully arguing for a particular position, or an academic paper for a college or university course. The writing sample should not exceed 10 pages.

## APPLICATION CHECKLIST

**Complete all admission testing as early as possible and no later than one month prior to the application deadline.**

Request to have your test scores reported electronically to USC (institution codes: GRE/TOEFL – 4852; GMAT – 389-QS-87; and IELTS – select University of Southern California Graduate Programs).

- GRE and GMAT scores are valid if taken within 5 years of the degree program start date. GMAT is accepted in lieu of GRE for the Master of Communication Management only.
- International students must submit valid TOEFL or IELTS scores; scores are valid if taken within 2 years of degree program start date. USC Annenberg recommends a minimum TOEFL score of 114 (IBT) or minimum IELTS score of 8.0 for all degree program applicants.
- International applicants who completed their entire undergraduate degree in the US or another Anglophone country where English is both the language of instruction and the only official language of the country are exempt from submitting TOEFL or IELTS scores. Completing a graduate degree in an Anglophone county does not exempt you from submitting TOEFL or IELTS scores.

Go to [www.usc.edu/admission/graduate/apply](http://www.usc.edu/admission/graduate/apply). Complete the online USC Graduate Admission Application. Enter your name as it appears on your passport. If applicable, indicate any alternate or previous name in the "other name" field. **Upload the following supporting materials before submitting your application:**

- Résumé or CV
- Statement of Purpose
- Writing Sample
- Unofficial copies of transcripts from all college/universities attended, including USC. (Only upload the English language translations of international transcripts.)
- Recommendation Letters - Create online profiles by providing names and email addresses of your referees. Apply Yourself will send instructions and forms automatically. USC Annenberg only accepts online recommendations.

### How many letters of recommendation are needed, and from whom?

You must submit two letters of recommendation. One recommendation should be from an academic reference, and the other should be from a professional reference (supervisors, not peers or coworkers). Select your recommenders based less on their rank, but rather more on their ability to give in-depth insights about the quality of your work. If you are unable to obtain both an academic and a professional recommendation, two of the same type (i.e., two academic recommendations or two professional recommendations) is acceptable.

You must provide recommenders' names and e-mail addresses on the online application and they will receive online recommendation forms. Your recommenders may submit a letter of recommendation online in addition to completing the digital recommendation form.

### What test scores must I submit to apply?

This degree program application requires valid GRE score, and TOEFL or IELTS scores from international applicants (when required). For the Master of Communication Management, GMAT scores are acceptable in lieu of the GRE. Please see the **USC Annenberg Graduate Application Checklist** on the right for more information on required graduate test scores, and recommended language scores. Candidates will be evaluated holistically on various criteria, including: test scores; prior academic performance; writing skills; project, internship and/or professional experience; fit with the program.

### What if English is my second language?

Based on demonstrated English language proficiency, an international applicant may be required to complete a USC International Academy Intensive English Program before admission to the Master of Communication Management. Visit [www.international.usc.edu](http://www.international.usc.edu) for more information.

### What is the cost of tuition?

The **Master of Communication Management** degree program requires thirty-two units (usually nine courses) in approved graduate-level course work. For the 2015-2016 academic year, the tuition cost is \$1,666† per unit.

†*Actual tuition, mandatory fees and living expenses may be higher or lower depending on your course load and living situation. The estimate should not be considered a bill of expense for USC.*

**For more information on financing your USC education, visit the USC Financial Aid Website:** <http://www.usc.edu/admission/fa/>

Pay the \$85 non-refundable application fee with a credit card or request an application fee waiver. Fee waiver requirements may be found at [www.usc.edu/admission/graduate/faq/index.html](http://www.usc.edu/admission/graduate/faq/index.html)

Submit your online application before or on the stated application deadline for your degree program(s). USC Graduate Admissions will send your USC ID via email 2-3 days after you submit your online graduate admission application.

After receiving your USC ID, mail the following materials to:

University of Southern California, Office of Graduate Admission, 3601 South Flower St., Room 112, Los Angeles, CA 90089-0915

- Official transcripts from all colleges/universities attended and any study abroad programs. Original language and English translation are required.

All supporting documents must be submitted online with the application in English; limit each document to 1 MB in .pdf or .doc format. Once the application has been submitted, you may not upload, change, correct or change any supporting materials. Once submitted, all materials and documents become the property of USC Annenberg. Incomplete applications may not be reviewed.

**Once your complete application is submitted and processed, it will be released to the faculty admission committee for review.**