The Manship School of Mass Communication offers a tradition of excellence and a master’s degree that can take you anywhere your ambitions lead.

Excellence: One of the Country’s Strongest Programs
A team of experts from the Accrediting Council on Education in Journalism and Mass Communication recently rated the Manship School in “the ranks of the country’s strongest programs,” granting our master’s program full reaccreditation. Given the growing complexity of media industries, a shrinking number of mass communication master’s programs earn this seal of approval.

The team commended our faculty’s “healthy blend of academic and professional credentials” and our “students who take pride in their program, the instruction they received and the extensive array of on- and off-campus opportunities available to them.”

A Degree That Can Take You Anywhere
Our vast network of successful alumni demonstrate how far a Manship School degree can take you. Manship master’s graduates have jobs you might expect: reporters and editors at local and national news organizations, seniors leaders of advertising and public relations agencies, corporate executives, attorneys, political campaign advisors, public policy advocates and government officials.

Others have taken their Manship School degree even farther afield: from sports team coaching to managing investment funds.
The Manship School emphasizes the intersection of media and public affairs, as well as the rapid digital transformation of media industries. Our classes foster transferable skills to boost your success throughout your career.

All MMC students complete core classes covering research methods, the role of media in a democratic society and other theoretical concerns. Beyond this, students develop customized plans of study focused on their own professional goals. Most students develop course plans centered on journalism, strategic communication or political communication. Students can pursue any of these specializations as part of the Dual J.D./M.M.C. we offer in conjunction with the Paul M. Hebert Law Center at LSU.

**Journalism**
Learn creative storytelling and the skills you need to produce stories across technologies: digital, print and broadcast. Journalism graduate students have an array of hands-on journalism opportunities: covering Louisiana government in our Statehouse Reporting program, 21 NCAA Division 1 sports teams at LSU, our award-winning Cold Case project investigating murders from the Civil Rights era, and many others.

Our journalism course offerings include Public Affairs Reporting; Mass Media, Sports and Society; Crisis Communication; and our practical Field Experience class where students publish with news organizations through the Manship School News Service.
Strategic Communication
Develop skills for advertising campaigns and public relations for a product, service or cause. We focus on problem-solving and strategic planning. Students learn audience analysis, with courses on crunching numbers and conducting focus groups or interviews. Strategic communication graduate students use our cutting-edge research facilities, especially the Media Effects Lab (MEL) and Social Media Analysis & Creation Lab (SMAC), monitoring global social media in real-time.

Strategic communication classes include Foundations of Strategic Communication; Strategic Communication Campaigns; Advertising Problems; and Strategies for Public Relations and Social Media.

Political Communication
Engage directly with politics, elections and the policy issues that shape our times. Political communication graduate students learn the tools of journalism and strategic communication applied to the world of public affairs. The Manship School enjoys a rich partnership with the LSU Department of Political Science and has on faculty former political professionals who can help guide students into political careers, including public service, issue advocacy and law.

Political communication classes include News Media and Governance, Political Communication Writing; Case Studies in Campaigns and Elections; and Race and Gender in Political Communication.
Earning a Master’s Degree at the Manship School

Do It Your Way: Professional and Scholarly Opportunities
Master of Mass Communication students can customize their experience, taking electives on a Professional Track, to strengthen skills to work in media industries, or our Scholar Track, to hone their research acumen for academia, a think tank or analytics firm.

Students may choose to complete their MMC work by writing a traditional research thesis, developing a professional project applicable to media industry work or taking a comprehensive exam on their graduate coursework.

Admissions and Graduate Assistantships
Applicants submit a statement of purpose, resume, writing sample, transcripts from all prior universities or colleges attended and standardized test scores (e.g., GRE and TOEFL for international applicants) online. We need recommendation letters from three people familiar with your academic and/or professional work.

The Manship School awards several graduate assistantships for MMC students on a highly competitive basis. These include an $11,500 stipend per academic year and a tuition exemption (students must pay some mandatory student fees). For full consideration, you should complete a Fall semester application by January 25, although we consider Fall applications through July. Spring semester applications are due by the end of November the prior year.

Contacts & Links
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Manship School website: www.manship.lsu.edu
LSU Graduate School application: www.lsu.edu/graduateschool/apply/