

RICHARD T. ROBERTSON SCHOOL OF MEDIA AND CULTURE

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The Robertson School of Media and Culture prepares effective and skilled communicators through quality instruction, advising and student services, based on real-world applications. Through research, professional service and scholarship in applied communications, the school advances the knowledge and practice of a multidisciplinary and evolving media environment. The school values truth, ethics, creativity, innovation, collaboration, cultural diversity, shared governance and community engagement.

The school offers a Bachelor of Science in Mass Communications with specialization in one of four concentrations: advertising, journalism, media production or public relations. The school also awards the Master of Science in Mass Communications, with concentrations in the areas of integrated communication and multimedia journalism along with a graduate Certificate in Media and Leadership.

Graduate information

Admission requirements for graduate study

All areas are open to graduates of accredited colleges and universities. Applicants must satisfy the general requirements for admission to graduate programs in the Graduate School and the College of Humanities and Sciences (see the College of Humanities and Sciences guidelines in this bulletin). In addition, they should hold a baccalaureate degree in an area appropriate to the program to which they are applying and a GPA that indicates the ability to pursue graduate work. Although the type of undergraduate degree is not critical to admission, the programs require approved undergraduate curricula or the equivalent in order to grant full admission.

Students who complete the requirements for either of these concentrations will receive a Master of Science in Mass Communications.

- Mass Communications, Master of Science (M.S.) with a concentration in integrated communication (<http://bulletin.vcu.edu/graduate/college-humanities-sciences/school-media-culture/mass-communications-ms-concentration-integrated-communication/>)
- Mass Communications, Master of Science (M.S.) with a concentration in media leadership (<http://bulletin.vcu.edu/>)

[graduate/college-humanities-sciences/school-media-culture/mass-communications-ms-concentration-media-leadership/](http://bulletin.vcu.edu/graduate/college-humanities-sciences/school-media-culture/mass-communications-ms-concentration-media-leadership/))

Students who complete the requirements for this degree will receive a Doctor of Philosophy in Media, Art, and Text.

- Media, Art, and Text, Doctor of Philosophy (Ph.D.) (<http://bulletin.vcu.edu/graduate/college-humanities-sciences/school-media-culture/media-art-text-phd/>)

Students who complete the requirements for this program will receive a Certificate in Media and Leadership.

- Media and Leadership, Certificate in (Graduate certificate) (<http://bulletin.vcu.edu/graduate/college-humanities-sciences/school-media-culture/media-leadership-cert/>)