

The S.I. Newhouse School of Public Communications

With roots dating back 100 years to the Department of Journalism, the S.I. Newhouse School of Public Communications is home to some of the top communications programs in the country. Our faculty include tenured professors who have had distinguished careers in the fields of advertising, public relations and journalism. All bring extensive professional experience, a broad base of connections and rich mentorship to the classroom.

Today, Newhouse delivers its Master of Science in Communications online so professionals can build their skills without sacrificing responsibilities at work and at home.

Our Online Program: **Communications@Syracuse**

Our online M.S. in Communications prepares employees to succeed in the modern mass media and digital communications environment. Our curriculum includes five core courses to equip students with a fundamental understanding of communications theory and practice, as well as four different specializations that allow students to tailor their education to specific career goals and interests.

ROI for Your Company

Employees who enroll in Communications@Syracuse will learn to translate traditional communications skills to a modern day digital environment. **They can invest these newfound skills in your business to grow and improve strategy in the short and long term.** Specifically, they will be able to:

- continue working and immediately apply what they've learned on the job
- network for your company with like-minded professionals
- bring back new ideas and ways of thinking, and pass those on to their colleagues.

Communications@Syracuse students graduate with:

- fundamental communications skills (including storytelling, law and research);
- specialized expertise in PR, advertising, journalism or media management;
- an alumni network of 28,000+ professionals in all areas of the communications industry.

Our Four Specializations



Public Relations

Students will study public relations management, campaign planning and execution. Courses:

- Public Relations Theory
- Public Relations Management
- Public Relations Campaign Planning and Execution



Advertising

Students will learn to strategize, manage and create successful advertising campaigns for all types of media. Courses:

- Strategic Principles and Practices
- Communications Planning
- Digital Branding and Strategy



Journalism Innovation

Students will gain skills in data analysis, newsgathering, editing and information visualization for social and digital media. Courses:

- Web and Mobile Story Production
- Data-Driven Journalism
- Emerging Media Platforms



Media Management

Students will explore innovative ways to leverage new media tools while learning to lead diverse teams in a variety of fields. Courses:

- Diversity, Inclusion, and Leadership
- Advanced Social Media
- Management topics offered through the Whitman School of Management

Visit our curriculum page to read more about the program courses:

communications.syr.edu/academics/curriculum

Flexible Online Program Structure

The online master's degree from Communications@Syracuse can be completed in as few as 15 months while your employee continues to work full-time. The Newhouse School prides itself on providing a rigorous program that can be completed wherever you and your employee are located. This includes:

- live, face-to-face weekly classes (after regular business hours);
- the same interdisciplinary faculty thought leaders who teach on campus;
- in-person immersions that cultivate real-world skills.

Class Start Dates

At Communications@Syracuse, we offer start dates throughout the year, including:

January | April | July | October

Tuition

Price per credit: **\$1,964**

Number of credits: **33**

Total tuition cost: **\$64,812**

This figure should be used for estimation purposes, as tuition rates are reassessed each academic year. The immersion experience and other fees are not covered by tuition.