



LONDON, ENGLAND > SUMMER ABROAD



The Boston University London Graduate Mass Communication Program combines an internship, related coursework, and independent living. The first six weeks are spent taking two core courses. In the last five weeks, students work full-time in their internships while completing a thesis or research project for a total of 16 Boston University credits.

London Graduate Mass Communication Program

COURSES

All courses are four-credits and are offered at the graduate level. All students must complete the full 16-credit program, enrolling in two academic courses, the internship course, and completing a thesis or research project.

Summer 1

COM CM 738 Global Marketing Communication

The course focuses on nationality, branding, international distribution, sales promotion, advertising, public relations and intercultural marketing. Students analyze case studies of the practical issues and decision areas in the management of marketing in a multinational context. Included are the use of digital media, the Internet, viral marketing and blogs.

COM CM 744 International Political and Media Systems

The course will focus on international political and media systems from two related standpoints; first, the description, analysis and comparison of political systems in Europe and the Americas, and second a consideration of how

political and media systems interact to produce national and international policies.

Summer 2

COM CM 809 Graduate Internship Students work four or five days a week, for seven weeks, in journalism; advertising or public relations agencies; in corporate marketing or public relations departments; or other communications organizations. Graded final analysis paper is required.

Placements are contingent on the student's past experience and available opportunities in any given summer, so flexibility is essential. Recent graduate internship placements have included Fleischman-Hillard U.K., Cohn & Wolfe, and Wimbledon Lawn Tennis Museum.

COM CM 909 Thesis or Project Research The type of graduate project selected will depend on the major and academic focus of each student. COM students will write a thesis or complete a professional project. IR/COM and IR students will write a major research paper.

HOUSING

Students live in furnished apartments with other students in BU Study Abroad London's programs. The apartments are within walking distance of the BU London Academic Center in South Kensington. They vary in size, configuration, and style of decoration. Most students (95%+) live in shared bedrooms, often in bunk beds, with ensuite shower room, a shared kitchen and living/dining room area. British Programs staff and RAs live in BU's building along with the students, helping to ensure a high level of maintenance and security. There is WiFi access in the residences.

ADMISSIONS

- Bachelors Degree required. Preference will be given to students enrolled in a graduate degree program. Other applicants will be considered on a case-by-case basis.
- Refer to our policy on eligibility/admissions at www.bu.edu/abroad/admissions

PROGRAM DATES

Summer Term: mid-May-early August

APPLICATION DEADLINE

Summer Term: February 15

SUMMER 2014 PROGRAM COST

\$23,500. Cost includes tuition, housing, round-trip group airfare from designated U.S. cities, field trips, overseas medical insurance, and emergency travel assistance coverage. Financial aid is available.