



FIRST PLACE BELONGS TO THOSE WHO WANT IT MOST



Ah, competition. There's nothing like it to spur one to greatness. That's why we {The VCU School of Mass Communications} are proud to announce our newest master's program: Strategic Public Relations.

Like our internationally renowned Adcenter, Strategic Public Relations takes its cues (not to mention instructors) from the best in the business. The result is a strong curriculum designed to produce experts who can make the tough calls. It's a pretty fast crowd to run with; but that's the way you win the race.

Of course, with ambition like that, we don't have time to fool around - and neither will our students. For 30 intensive weekends, they join leading practitioners to wrestle with the latest ideas in the industry - and create

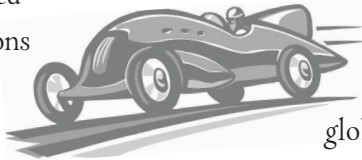
a few new ones in the process. They'll study international relations. They'll track the trends. They will accomplish more in ten months than some people do in a career.

In the end, their determination will earn a specialization in environmental policy, non-profit management or global marketing management.

And they'll become the next generation of strategic thinkers to command a seat at the table - any table, anywhere in the world.

It won't be easy. And it isn't for everyone. But for twenty PR contenders, VCU just may be the place to discover how far their ambitions will take them.

For admission requirements, please visit <http://www.gradpr.com>



Virginia Commonwealth University School of Mass Communications
Dr. Judy Van Slyke Turk, Director