

**BRIAN LAMB SCHOOL  
OF COMMUNICATION**

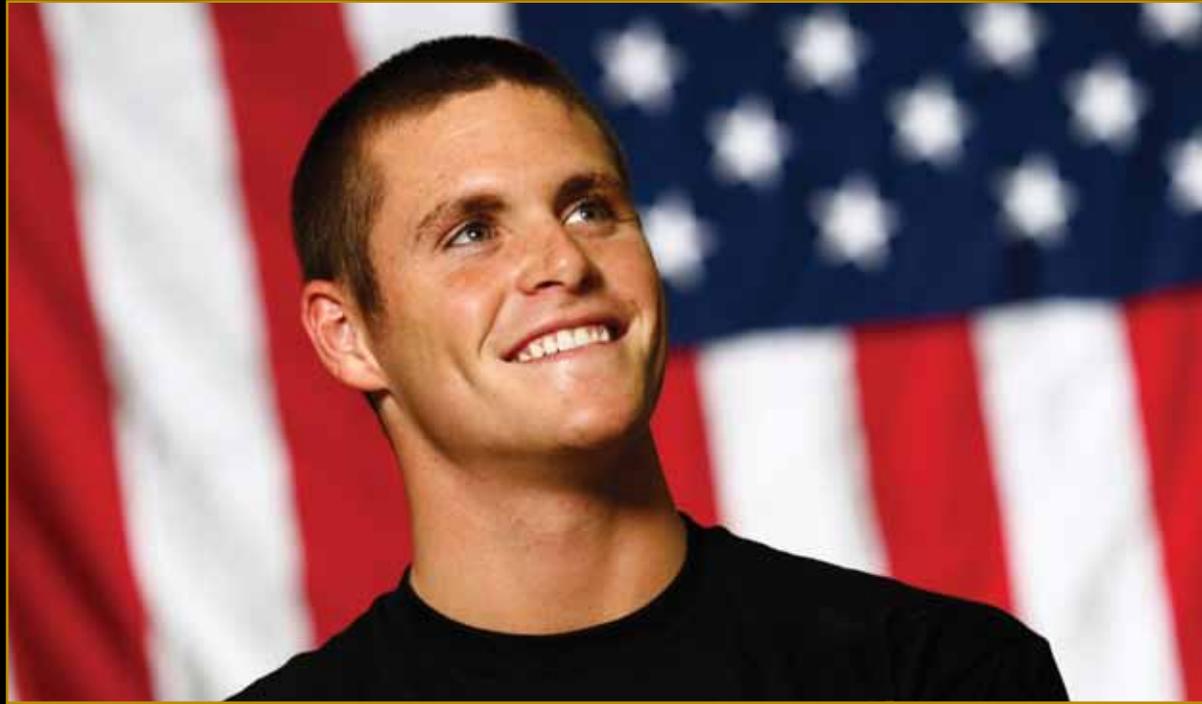
**PURDUE**<sup>TM</sup>  
**LIBERAL ARTS**



## SHAPING THE CONVERSATIONS OF TOMORROW

A new venture. A tradition of excellence. We include a Pulitzer Prize winner, a filmmaker, an Olympic gold medalist, an ambassador, a Presidential Medal of Freedom recipient and CEOs, among others. Addressing the world's major challenges starts with a simple exchange between two people. Communication is at the foundation of any solution. The Brian Lamb School of Communication at Purdue is shaping the conversations of tomorrow.

*Join us in that conversation.*



*“Diving has allowed me to travel to almost all of the continents and see the beauty that’s around the world. But it’s important to get my Purdue degree. I hope to continue motivational speaking and go into sports marketing or Olympic sponsorship after the 2016 games.”*

**David Boudia, BS '13**  
2012 Olympic Gold and Bronze Medalist, Diving



*My internship writing speeches opened a new world for me and what I want to be when I graduate. Thanks #PurdueCom for launching my career!*

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# WHO WE ARE



A school named after Brian Lamb, an alumnus and founder of C-SPAN and one of only two Purdue alumni to receive the Presidential Medal of Freedom (the other, Neil Armstrong) ...

Our current and former students include an Olympian, a Pulitzer Prize winner, legislators, CEOs, authors, filmmakers, lawyers, prominent professors and more ...

Our faculty include major researchers, award-winning teachers and scholars, media professionals, the director of C-SPAN's Video Archive, and even a former U.S. Ambassador ...

- + Unparalleled classroom experience
- + Array of innovative internship options
- + Rich study abroad opportunities
- + Varied curriculum
- + Unique combined degree programs
- + Signature events and programs
- + Exciting research endeavors

IT'S EXCITING TO WORK WITH SUCH ENERGETIC AND ENTHUSIASTIC STUDENTS, EQUIPPING THEM TO GRAPPLE WITH THE PROFOUND SOCIAL ISSUES IN THE U.S. AND GLOBALLY.

*Patrice Buzzanell  
Professor and a W. Charles and Ann Redding Faculty Fellow*



## HISTORY

The Department of Communication was created in 1947, but the first communication course (speech) was offered at Purdue in 1907. The Brian Lamb School of Communication was created on April 8, 2011, officially replacing the Department of Communication.



## UNDERGRADUATE PROGRAM MAJORS

- + Corporate Communication
- + General Communication
- + Human Relations
- + Mass Communication
- + Public Relations and Strategic Communication

*A three-year degree option is offered for all five of these majors.*

## GRADUATE INSTRUCTIONAL UNITS

- + Health Communication
- + Interpersonal Communication
- + Media, Technology and Society
- + Organizational Communication
- + Public Relations

WEET



30+ FULL-TIME FACULTY MEMBERS

Terrific PR study abroad experience in Spain thru #BLSC! Thanks to Purdue, we can make global connections. It's a #small #world after all!

Expand Reply Retweet Favorite

I can't believe the incredibly important role that communication plays in research across so many fields.

Expand Reply Retweet Favorite

I AM PROUD TO BE A GRADUATE OF PURDUE — ONE OF THE PREMIER ACADEMIC INSTITUTIONS IN THE WORLD.

Rusty Rueff  
BA '84, Radio & Television



EXPRESS

10,000+ LIVING ALUMNI FROM ALL 50 STATES

CHAT

RT: Alums who have won Pulitzer Prizes and Olympic gold medals. What an #impressive #legacy I'm following.

Expand Reply Retweet Favorite



Meghan Grady

3 hours ago near West Lafayette

Brian Lamb and C-SPAN have been the most amazing hosts, and getting to see Washington from the perspective of an insider has really been an eye-opening experience. I never realized how incredibly far a Purdue Communication degree can take you.

Like · Comment

TALK



Ross Kohrs

10 hours ago near West Lafayette

I returned about 10 days ago from the Communication and Global Organizations Maymester course. It was an incredible life experience that I will never forget. With the detailed itinerary we were always on the go and the integration of coursework and company visits was just right!

Like · Comment

80+ GRADUATE STUDENTS



OVER 20 COUNTRIES REPRESENTED BY STUDENT BODY

POST

MORE THAN A YEAR AFTER GRADUATING, I STILL FIND MYSELF RELYING ON INFORMATION I LEARNED IN MY SENIOR WRITING CLASS — NEWS ARTICLES, PRESS RELEASES, SPEECHES, RADIO AND WEB CONTENT.

Abby Gras  
BS '12, Communication

TEXT



**Marifran Mattson, PhD**  
Professor and Head  
Brian Lamb School of Communication

Our students participate in high-quality, immersive educational experiences. They intern at a variety of companies, not-for-profit organizations and government agencies. They explore the world through an array of study abroad opportunities. Our students engage in original and significant interdisciplinary research with the best and brightest from across campus and globally.

Our faculty members lead research grounded in theory but focused on impact. Our research improves lives. Funding organizations include foundations, corporations and federal and state agencies.

### **OPPORTUNITIES FOR INTERDISCIPLINARY STUDY**

- + Combined BA/MSHRM with the Krannert School of Management
- + Joint PhD program in Communication and Philosophy
- + Dual Title PhD in Communication and Gerontology
- + PhD and MS in Information Security with Purdue's Center for Education and Research in Information Assurance and Security (CERIAS)
- + Interdisciplinary Certificate Program in Entrepreneurship and Innovation

### **NEW UNDERGRADUATE AND GRADUATE PROGRAMS**

- + Online certificate in Strategic Communication within online graduate program in Communication
- + Opportunities with the Purdue Polytechnic Institute

## **OUR VALUES**

- + Excellence
- + Integrity
- + Openness
- + Collegiality
- + Innovation
- + Entrepreneurship
- + Engagement
- + Public Service
- + Diversity and Global Citizenship

# WHAT WE'RE ABOUT

### **MISSION**

The Brian Lamb School of Communication furthers the legacy of C-SPAN founder Brian Lamb by embracing the values of openness and innovation in communication, while continuing to build upon a tradition of excellence in communication scholarship, education and leadership.

### **VISION**

The Brian Lamb School of Communication will be recognized as a global leader in the communication discipline.



# WHERE WE'RE GOING



## INNOVATOR IN COMMUNICATION SCHOLARSHIP

Scholarship is at the core of a top-tier research university like Purdue, committed to attracting world-class faculty whose work contributes to the body of knowledge in the discipline. Central to this effort is the ability to publish, attract external research funding, recruit and train exceptional students, and achieve recognition as a center for excellence in communication scholarship.

### Our Priorities:

- + Attract and develop high-quality communication scholars and researchers
- + Support forward-looking scholarship in signature areas that build on current faculty and institutional strengths
- + Continue to be a “Top 10” graduate program
- + Provide national and international leadership in the communication discipline



## PREFERRED DESTINATION OF COMMUNICATION MAJORS

We provide a unique opportunity to focus on undergraduate education. Our undergraduate communication program balances theory and practice. We focus on real-world experiences emphasizing innovative, impactful opportunities for injecting positive change into the undergraduate experience.

### Our Priorities:

- + Offer an innovative curriculum that includes a three-year option
- + Provide immersive experiences, both at Purdue, through project-based learning with local organizations, and around the world, through communication-focused study abroad programs in places like Denmark, Italy, United Kingdom, Australia, China and Spain
- + Create signature programs that address the challenges of our state, nation and world
- + Recruit top students interested in careers in communication and the communication industry

## LEADING INNOVATIVE ENGAGEMENT

We are focused on being at the forefront of national conversations on important issues — efforts that include leadership and participation in areas of state, national and international interest.

+ Spotlight national and international issues that matter:

-Host and co-host national and world-class events

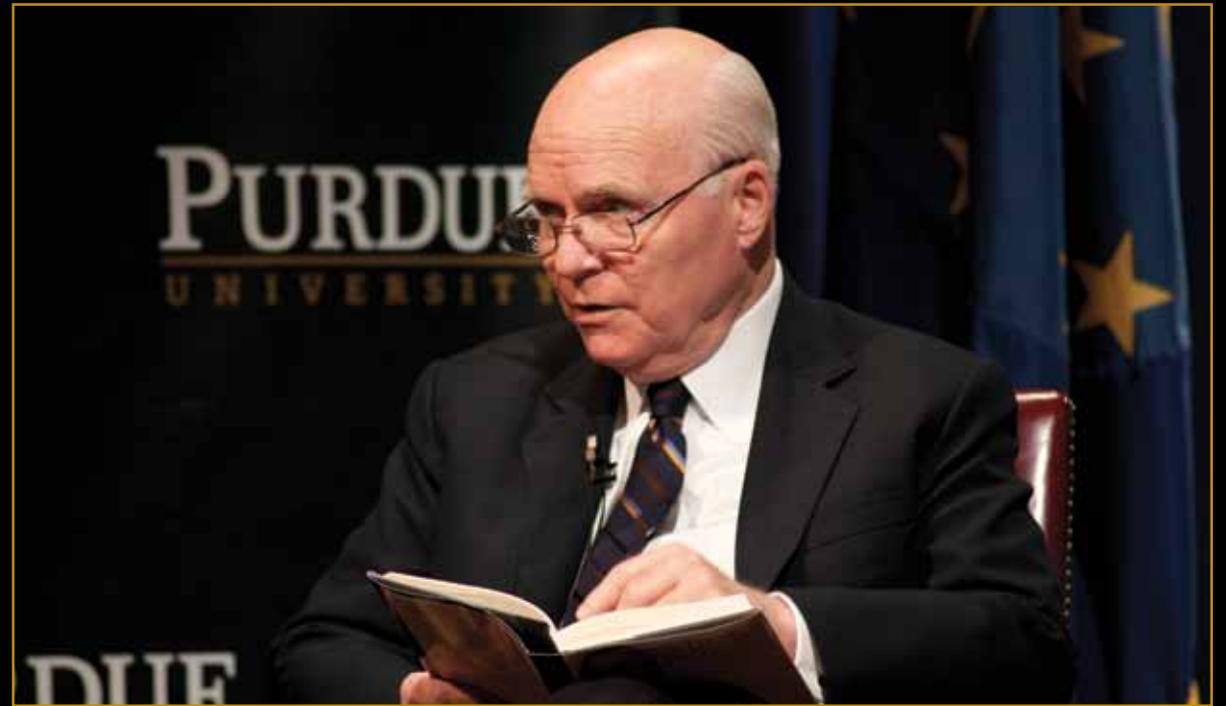
-Build and sustain strong collaborative relationships with global partner institutions and organizations

-Develop innovative programs with C-SPAN and the C-SPAN Archives



Wow! Research project as a Purdue Com undergrad to connect with engineers and scientists in the big world of #nanotechnology. I'm ready to tackle anything now!

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*“My early interest in broadcasting was nurtured in Lafayette, by high school teachers, by a number of local business people and by professors at Purdue. The new Brian Lamb School of Communication deepens C-SPAN’s involvement with Purdue students and creates opportunities to encourage new generations of communication majors to take risks and try new things.”*

**Brian Lamb**  
Founder and Executive Chairman, C-SPAN  
BS '63, Communication

# FYI

## **BRIAN LAMB SCHOOL OF COMMUNICATION**

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[www.cla.purdue.edu/communication](http://www.cla.purdue.edu/communication)

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