SHAPING THE CONVERSATIONS OF TOMORROW

BRIAN LAMB SCHOOL OF COMMUNICATION

PURDUE UNIVERSITY
A new venture. A tradition of excellence. We’re made of Pulitzer Prize winners, filmmakers, Olympic gold medal winners, CEOs, ambassadors, Presidential Medal of Freedom recipients. 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
2012 Olympic Gold and Bronze Medalist, Diving
Class of 2014, Communication
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!
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 are Olympians, Pulitzer Prize winners, legislators, CEOs, famous 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
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.

— Patrice Buzzanell, Professor And The W. Charles And Ann Redding Faculty Fellow

UNDERGRADUATE PROGRAM MAJORS
+ General Communication
+ Corporate Communication
+ Public Relations and Strategic Communication
+ Human Relations
+ Mass Communication

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 The W. Charles And Ann Redding Faculty Fellow

GRADUATE INSTRUCTIONAL UNITS
+ Health Communication
+ Interpersonal Communication
+ Organizational Communication
+ Media, Technology & Society
+ Public Relations
+ Rhetorical Studies
I am proud to be a graduate of Purdue — one of the premier academic institutions in the world.

— Rusty Rueff, B.A. 1984, Radio & Television

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

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

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

— Abby Gras
     B.S. 2012, Communication

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!

— Abby Gras
     B.S. 2012, Communication
Our students participate in high-quality, immersive educational experiences. They intern at a variety of companies, not-for-profit organizations and government agencies. 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 B.A./MSHRM with the Krannert School of Management
+ Joint Ph.D. program in Communication and Philosophy
+ Dual Title Ph.D. in Communication and Gerontology
+ Ph.D. and M.S. 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 IN DEVELOPMENT**
+ Online certificate and graduate programs in Strategic Communication
+ Certificate program in Information Assurance and Security
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.
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
**DESTINATION UNDERGRADUATE MAJOR**

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:**
+ Build an innovative curriculum that blends classroom activity with high-quality immersive experiences
+ 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!
“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
Chairman and CEO, C-SPAN
B.S. 1963, Communication
UNDERGRADUATE PROGRAMS
http://www.cla.purdue.edu/communication/undergraduate

GRADUATE PROGRAM
http://www.cla.purdue.edu/communication/graduate

FOLLOW US ON FACEBOOK
https://www.facebook.com/PurdueBLSC

 Purdue University