



# CoJMC Alumni

## Alumni Newsletter — May 2012



### GRADUATE PROGRAM

**Be Digital. Be Strategic. Be Marketable.**  
**Earn your master's online from UNL.**

As technology and social media change, we know many of you are looking for educational opportunities to get ahead of the curve and stand out in your field.

We also know you need flexibility and convenience, so we are proud to offer **three fully online graduate-level specializations** for the Master of Arts in Journalism and Mass Communications from the University of Nebraska-Lincoln.

- **New! Integrated Media Communications (IMC):** Emphasizes advertising, public relations, communications and marketing and is designed to provide professionals with the skills and knowledge they need to operate successfully in their rapidly changing media and communications environment in which they work.
- **New! Media Studies:** Provides a customizable thesis option in which students can choose courses that fit their research interests. It also gives students cutting-edge theoretical knowledge regarding the various influences and effects of the media.
- **Professional Journalism:** Designed for professionals in print and digital journalism who are looking to improve their skill sets.

We also provide an on-campus Marketing, Communication and Advertising (MCA) specialization, which focuses on communication, culture and organizations as well as marketing, advertising, public relations, promotional and communications strategies in domestic and international settings.

Applications for spring 2013 enrollment in the CoJMC master's program are due by October 1. Find out more details about the specializations as well as the application process on our [website](#).

### SOCIAL MEDIA

Like us on **Facebook**, follow us on **Twitter**, connect with us on **LinkedIn** and watch us on **YouTube**.

The CoJMC is a nationally recognized program, where 850 undergraduate and graduate students get to practice hands-on journalism, advertising and public relations, guided by talented faculty members who have professional experience at places such as the New York Times, ABC News, Bailey Lauerman, Ayres, McFarland, and Drier. To learn more or get involved, visit [journalism.unl.edu](http://journalism.unl.edu)



### About the Nebraska Alumni Association

The Nebraska Alumni Association offers programs and events to help alumni connect (or re-connect) with the university, and with each other. Our family includes more than 60 chapters and approximately 25,000 members across the country who share a love for the University of Nebraska-Lincoln. To learn more or get involved, visit [HuskerAlum.org](http://HuskerAlum.org)



### Get Involved

- [Alumni Association Calendar](#)
- [Husker Athletics Calendar](#)
- [University Events Calendar](#)

### Feedback

We'd love to hear from you! Help us improve our newsletter by [sending us](#) your thoughts.

Are you receiving all of the Alumni Association's publications? Update your [contact information](#).

