

— NEW —

2015/2016 CALL FOR APPLICATIONS
LUC BEAUREGARD M.Sc. THESIS AWARDS**Deadline: 5:00pm on Monday, April 25, 2016**

To stimulate and support new and innovative thinking and practice in public relations and communications, the Luc Beauregard Centre of Excellence in Communications Research is pleased to announce that it will give three new M.Sc. thesis awards, each worth \$5000. The ideal candidate should have completed or be near completion of his or her M.Sc. thesis and the central theme of the thesis should relate to issues of importance in public relations and communications management.

A. APPLICANTS

Applications are open to members of the entire Concordia Community.

B. APPLICATION GUIDELINES

- The Center will accept proposals written in English or French.
- Please submit your proposal as one Word or PDF document.
- Applications should include:
 - the name, school (department) of the candidate with appropriate contact information;
 - the supervisor's name and contact information;
 - a short summary of the candidate's research (ongoing or planned) written for a lay audience and for eventual dissemination on the Centre's webpage. Include an overview of the research problem or issue and a summary of the relevant literature and methodology. Also include a timetable for completion and expected graduation.
 - a statement of the expected contributions and an explanation of the specific ways the research will contribute to the literature and practice of public relations and communications;
 - a letter of endorsement by supervisor;
- Append any additional information that might help reviewers evaluate your application.

C. TOPICS

Topics may cover a wide range of disciplines and employ diverse methodologies. However, topics must relate to issues and challenges faced by PR and communications professionals. For example, topics of interest may include, but are not limited to: the role of trust and values in creating relationships, ethical consideration in digital communications, the impact of social media on various aspects of the PR/communication function, best practices in organizational structure and policies that favour positive PR outcomes, the role of communications in investors relations, etc.

D. EVALUATION

Applications will be reviewed by members of the Advisory Board of the Centre. Criteria for evaluation will include: 1) fit with the parameters of the Centre's mission; 2) relevance and usefulness to the field of public relations and communications; and 3) creative and innovative aspects of the proposed research, 4) extent to which the field of public relations may benefit from candidate's work.

E. CONDITION

As a condition of the award, candidates will be required to provide a short report of their work and results written for PR and Communications professionals. Payment of the award will be made in two equal instalments, the first upon notification of the award and the second upon reception of the candidate's report.

E-mail your application (in one pdf or Word file) to:

Dr. Jordan LeBel, Director, Luc Beauregard Centre of Excellence in Communications Research at
jordan.lebel@concordia.ca **no later than 5:00pm on Monday, April 25, 2016**

Award recipients will be notified in May 2016.

About the Luc Beauregard Centre of Excellence in Communications Research

The Centre was established in 2012 to pay homage to Luc Beauregard (1941-2013) who founded NATIONAL Public Relations in 1976 after a 10-year career in daily newspapers. The mission of the Centre is to advance the strategic role of public relations at the highest levels of organizational management and leadership by supporting and promoting applied and innovative research and establishing best practices that can assist and inspire today's and tomorrow's senior professionals in all types of organizations. The Centre's goals are to:

- Fund research and disseminate research findings in order to foster greater understanding and recognition of public relations and communications as a strategic management function among practitioners as well as members of senior executive teams;
- Share knowledge and best practices in order to advance the strategic role of public relations and communications at the highest levels within organizations;
- Provide a Canadian perspective to the profession that draws on national issues and opportunities while taking into consideration global research and best practices;
- Foster innovative thinking through world-class teaching and learning opportunities.