

# PATTERSON SCHOOL

## OF DIPLOMACY AND INTERNATIONAL COMMERCE

**TRUTH IN ADVERTISING.** The Doyle, Bane, Bernbach agency in New York developed the ad campaign for **AVIS**, “We’re #2. We Try Harder.” They also came up with Volkswagen’s award-winning “Small is Beautiful” promotion which we love.



WORLDWIDE

Where does the Patterson School rank? The question is not easy to answer. For value and personal attention, we think we may be #1. Indeed, we have the smallest student cohort and the lowest tuition cost of all ranked US programs. For combining diplomacy and international commerce, we think we may also be at the top. For volume of research, size of faculty and student body, number of graduates, types of degrees ... that’s not what we are about. The size of our intimate program may not help a lot with rankings, but it does help our graduates with their careers. That’s what we are about.



An extensive survey of international relations faculty in ten countries (see “TRIP Survey 2009” and Foreign Policy (“Inside the Ivory Tower,” March/April 2009) placed the Patterson School among the top 25 programs

### INDEPENDENT RANKINGS:

24th Worldwide

16th in the United States

worldwide. For masters degree programs in the United States only, we were ranked in the top, or -- as our basketball heritage encourages us to say -- ‘sweet,’ sixteen.

What those numbers confirm is that our unique program is singled out by our peers as one of the world’s best academic options. You alone can decide where it ranks in matching your personal needs and ambition. Please explore our website or contact our faculty. We believe you will learn why “Small is Beautiful.” You’ll also see that like **AVIS**, at the Patterson School -- We Try Harder.

