J.D./M.A. IN PUBLIC RELATIONS

Public Relations (M.A. - Non-Thesis)

This program is focused on public relations with 15 credit hours of required courses and 12 credit hours of elective courses (plus 9 credit hours that will be transferred from the School of Law.) Public Relations students must receive a "B" or higher in core courses (COM 601, COM 602 or COM 603, STC 620, STC 621, STC 622).

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 601</td>
<td>Theories of Communication</td>
<td>3</td>
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<tr>
<td>COM 602</td>
<td>Methods of Communication Research</td>
<td>3</td>
</tr>
<tr>
<td>or COM 603</td>
<td>Qualitative Research Methodologies</td>
<td></td>
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<tr>
<td>STC 620</td>
<td>Public Relations Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>STC 621</td>
<td>Writing for Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>STC 622</td>
<td>Design for Public Relations</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Public Relations Electives</strong></td>
<td><strong>12</strong></td>
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Select four of the following:

- STC 623: Crisis Communication and Management
- STC 624: Media Relations
- STC 625: Cases In Public Relations Administration
- STC 626: Sports, Publicity, & Promotions
- STC 627: Religion, Communication, & Culture
- STC 628: Public Relations Management
- STC 629: Special Topics Seminar In Public Relations
- STC 632: Seminar in Public Relations and Political Campaigns
- STC 634: Non-Profit And Public Information Campaigns
- STC 635: Seminar In Public Relations Measurement
- STC 644: Seminar In Public Relations Ethics
- STC 650: Strategic Communication In Health Care
- STC 660: Corporate Communication And Public Relations
- STC 681: Public Relations Experience Program (Prep)
- STC 682: International Public Relations
- STC 690: Public Relations Practicum I

**Law School Credits**  9

**Total Credit Hours**  36