

M.A. IN PUBLIC RELATIONS

Overview

The program offers two tracks. The 30-credit thesis track program provides an opportunity to supplement a working foundation and knowledge with pertinent theory and research methodologies. A second 36-credit, coursework-only non-thesis track program builds from a foundation of public relations and communication courses.

Admission Requirements

The following is a list of the required conditions as well as the required documents/fees for your application for admission to the Master of Arts degree program in the School of Communication.

- A baccalaureate degree from an accredited institution
- The School's official application
- An \$85.00 non-refundable application fee
- Three letters of recommendation
- 500-word typed statement of academic and professional goals
- Official transcripts of all college work, both undergraduate and graduate.
 - Note: In addition, international applicants must send an official copy of their diploma for all degrees earned, and all documentation that confers their degree, with English translation for all degrees earned.
 - Note: All transcripts must be the original document, forwarded directly from the university. Xerox copies, true copies, notarized copies and other types of copies are not acceptable.
- Official TOEFL or IELTS scores
 - Note: Only for international applicants.
- Copy of current passport
 - Note: Only for international applicants. The name entered on the graduate application must exactly match your name as it appears on your passport.
- Official Graduate Record Examination (GRE) scores is not required but encouraged.

Contact the Office of Graduate Studies, call 305-284-5236 or email (socgrad@miami.edu), for information.

Curriculum Requirements - Thesis Track

Code	Title	Credit Hours
Required Communication and Public Relations Core Courses ¹		
COM 601	Theories of Communication	3
COM 602	Foundations of Quantitative Communication Research Methods	3
or COM 603	Qualitative Research Methodologies	
STC 620	Public Relations Fundamentals	3
STC 621	Writing for Public Relations	3
Public Relations Electives		
Select four of the following:		12
STC 606	Consumer Insights among US Hispanic Markets	
STC 610	Advertising Foundations in a Global Society	
STC 611	Consumer Insights and Engagement Strategies	
STC 622	Design for Strategic Communication	
STC 623	Crisis Communication and Management	
STC 624	Media Relations	
STC 625	Cases in Public Relations Administration	
STC 626	Sports, Publicity, and Promotions	
STC 628	Public Relations Management	
STC 629	Special Topics in Public Relations	
STC 634	Social Media Strategies	
STC 635	Advanced Research Methods for Public Relations	
STC 644	Social Media Analytics	
STC 650	Strategic Communication in Health Care	

STC 651	International Advertising	
STC 660	Corporate Communication and Public Relations	
STC 682	International Public Relations	
STC 690	Public Relations Practicum I	
STC 699	Advanced Projects and Directed Research in Strategic Communication ²	
Thesis		
COM 810	Master's Thesis	6
Total Credit Hours		30

¹ Public Relations students must receive a "B" or higher in core courses.

² No more than 6 credit hours will be allowed for advanced projects and directed research (699).

³ Students must complete a minimum of 30 credit hours at the graduate level with the approval of a faculty advisor.

⁴ No comprehensive examinations are required for this degree.

Curriculum Requirements - Professional (Non-thesis) Track

Code	Title	Credit Hours
Required Communication and Public Relations Core Courses ¹		
COM 601	Theories of Communication	3
COM 602	Foundations of Quantitative Communication Research Methods	3
or COM 603	Qualitative Research Methodologies	
STC 620	Public Relations Fundamentals	3
STC 621	Writing for Public Relations	3
STC 622	Design for Strategic Communication	3
Public Relations Electives		
Select five of the following:		15
STC 606	Consumer Insights among US Hispanic Markets	
STC 610	Advertising Foundations in a Global Society	
STC 611	Consumer Insights and Engagement Strategies	
STC 623	Crisis Communication and Management	
STC 624	Media Relations	
STC 625	Cases in Public Relations Administration	
STC 626	Sports, Publicity, and Promotions	
STC 628	Public Relations Management	
STC 629	Special Topics in Public Relations	
STC 634	Social Media Strategies	
STC 635	Advanced Research Methods for Public Relations	
STC 644	Social Media Analytics	
STC 650	Strategic Communication in Health Care	
STC 651	International Advertising	
STC 660	Corporate Communication and Public Relations	
STC 682	International Public Relations	
STC 690	Public Relations Practicum I	
STC 699	Advanced Projects and Directed Research in Strategic Communication	
Electives		
6 elective credit hours must be taken outside the School of Communication's Public Relations program, with approval of the program's graduate coordinator.		6
COM 825	Continuous Registration--Master's Study	
Total Credit Hours		36

¹ Public Relations students must receive a "B" or higher in core courses.

² Students must complete a minimum of 36 credit hours at the graduate level with the approval of a faculty advisor.

³ No comprehensive examinations are required for this degree.

Sample Plan of Study

Thesis Track

Year One		Credit Hours
Fall		
COM 601	Theories of Communication	3
COM 602	Foundations of Quantitative Communication Research Methods	3
STC 620	Public Relations Fundamentals	3
Credit Hours		9
Spring		
STC 621	Writing for Public Relations	3
Public Relations Elective		3
Public Relations Elective		3
Credit Hours		9
Year Two		
Fall		
Public Relations Elective		3
Public Relations Elective		3
COM 810	Master's Thesis	3
Credit Hours		9
Spring		
COM 810	Master's Thesis	3
Credit Hours		3
Total Credit Hours		30

Sample Plan of Study

Professional (Non-thesis) Track

Year One		Credit Hours
Fall		
COM 601	Theories of Communication	3
STC 620	Public Relations Fundamentals	3
STC 622	Design for Strategic Communication	3
Credit Hours		9
Spring		
COM 603	Qualitative Research Methodologies	3
STC 621	Writing for Public Relations	3
Public Relations Elective		3
Credit Hours		9
Year Two		
Fall		
Public Relations Elective		3
Public Relations Elective		3
Outside Elective		3
Credit Hours		9
Spring		
Public Relations Elective		3
Public Relations Elective		3

Outside Elective	3
Credit Hours	9
Total Credit Hours	36

Mission

The Public Relations Program mission is to prepare professional communicators who understand and can demonstrate the use of theory, research, planning and evaluation in effective public relations practice. We are committed to building students' ability to apply ethical principles to decision-making and to perceive each communication and its intended audience holistically, based on an understanding of and appreciation for cultural and other differences. We also seek to nurture students' analytic and creative skills with the goal of graduating insightful, resourceful citizens of a global society.

Goals

- Equip students with the knowledge and skills to design and execute strategic, data-driven, integrated communication campaigns across paid, earned, owned, and shared media platforms.
- Prepare students with managerial skills to advance their careers in public relations and related industries.
- Develop students' critical thinking, creative thinking, ethical reasoning, storytelling abilities, and research skills to successfully navigate the ever-changing media landscape and global marketplace.

Student Learning Outcomes

- Students will demonstrate in-depth knowledge of the public relations discipline.
- Students will demonstrate that they can write effectively for public relations.
- Students will demonstrate the ability to communicate orally and present public relations strategies and plans clearly and effectively.