**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).

**Curriculum Requirements**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td><strong>Required Communication and Public Relations Core Courses</strong></td>
<td></td>
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<tr>
<td>COM 601</td>
<td>Theories of Communication</td>
<td>3</td>
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<tr>
<td>COM 602</td>
<td>Foundations of Quantitative Communication Research Methods</td>
<td>3</td>
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<tr>
<td>or COM 603</td>
<td>Qualitative Communication 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 Strategic Communication</td>
<td>3</td>
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**Public Relations Electives**

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, 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 660 Corporate Communication and Public Relations
- STC 682 International Public Relations
- STC 690 Public Relations Practicum I

**Law School Credits**

9

**Total Credit Hours**

36