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

<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>
</tr>
<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>
</tr>
<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>
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Public Relations Electives
Select four of the following: 12

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>STC 622</td>
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</tr>
<tr>
<td>STC 623</td>
<td>Crisis Communication and Management</td>
<td></td>
</tr>
<tr>
<td>STC 624</td>
<td>Media Relations</td>
<td></td>
</tr>
<tr>
<td>STC 625</td>
<td>Cases in Public Relations Administration</td>
<td></td>
</tr>
<tr>
<td>STC 626</td>
<td>Sports, Publicity, and Promotions</td>
<td></td>
</tr>
<tr>
<td>STC 628</td>
<td>Public Relations Management</td>
<td></td>
</tr>
<tr>
<td>STC 629</td>
<td>Special Topics in Public Relations</td>
<td></td>
</tr>
<tr>
<td>STC 632</td>
<td>Seminar in Public Relations and Political Campaigns</td>
<td></td>
</tr>
<tr>
<td>STC 634</td>
<td>Non-Profit and Public Information Campaigns</td>
<td></td>
</tr>
<tr>
<td>STC 635</td>
<td>Advanced Research Methods for Public Relations</td>
<td></td>
</tr>
<tr>
<td>STC 644</td>
<td>Seminar in Public Relations Ethics</td>
<td></td>
</tr>
<tr>
<td>STC 650</td>
<td>Strategic Communication in Health Care</td>
<td></td>
</tr>
<tr>
<td>STC 660</td>
<td>Corporate Communication and Public Relations</td>
<td></td>
</tr>
<tr>
<td>STC 682</td>
<td>International Public Relations</td>
<td></td>
</tr>
<tr>
<td>Code</td>
<td>Title</td>
<td>Credit Hours</td>
</tr>
<tr>
<td>----------</td>
<td>------------------------------------------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>STC 690</td>
<td>Public Relations Practicum I</td>
<td></td>
</tr>
<tr>
<td>STC 699</td>
<td>Advanced Projects and Directed Research in Public Relations</td>
<td></td>
</tr>
</tbody>
</table>

**Thesis**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 810</td>
<td>Master's Thesis</td>
<td>6</td>
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</tbody>
</table>

**Total Credit Hours**

|                        | 30 |

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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

**Required Communication and Public Relations Core Courses**

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<td>Writing for Public Relations</td>
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<td>Design for Strategic Communication</td>
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**Public Relations Electives**

Select five of the following:

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**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.

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<thead>
<tr>
<th>Code</th>
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<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>COM 825</td>
<td>Continuous Registration–Master’s Study</td>
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</table>

**Total Credit Hours**

|                        | 36 |

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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**

<table>
<thead>
<tr>
<th>Year One</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td><strong>Fall</strong></td>
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<tr>
<td>Public Relations Elective</td>
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</tr>
<tr>
<td></td>
<td><strong>Credit Hours</strong></td>
</tr>
<tr>
<td><strong>Year Two</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Fall</strong></td>
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<tr>
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<td></td>
<td><strong>Credit Hours</strong></td>
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<td></td>
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**Sample Plan of Study**

**Professional (Non-thesis) Track**

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<td></td>
<td><strong>Credit Hours</strong></td>
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<tr>
<td><strong>Spring</strong></td>
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<tr>
<td>Public Relations Elective</td>
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</tr>
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<tr>
<td></td>
<td><strong>Credit Hours</strong></td>
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<td></td>
<td><strong>Total Credit Hours</strong></td>
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</tbody>
</table>
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.

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.