

STRATEGIC COMMUNICATION

Public Relations (M.A.)

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.

Masters Programs in Strategic Communication

- M.A. in Public Relations (<http://bulletin.miami.edu/graduate-academic-programs/communication/strategic-communication/public-relations-ma/>)

STC 620. Public Relations Fundamentals. 3 Credit Hours.

A seminar to explore the theories and methodologies of public relations encompassing writing, principles, and campaigns. Students will explore public relations history and gain an understanding of how the various types of public relations (e.g., corporate, firm or agency, not-for-profit, governmental) operate within the larger business system.

Components: LEC.

Grading: GRD.

Typically Offered: Fall.

STC 621. Writing for Public Relations. 3 Credit Hours.

Principles and techniques for the development of strategic thinking, information-gathering, and writing public relations messages across traditional, digital, social and web-based media.

Prerequisite: STC 620.

Components: LEC.

Grading: GRD.

Typically Offered: Spring.

STC 622. Design for Strategic Communication. 3 Credit Hours.

An introduction to design principles and tactics used in the creation of public relations messages and campaigns.

Components: LEC.

Grading: GRD.

Typically Offered: Fall.

STC 623. Crisis Communication and Management. 3 Credit Hours.

This course introduces the student to crisis communication and management from a strategies, theory-based approach steeped in case research from historical cases and business case studies.

Prerequisite: STC 620.

Components: LEC.

Grading: GRD.

Typically Offered: Fall & Spring.

STC 624. Media Relations. 3 Credit Hours.

Students in this course will get the inside scoop on how to communicate with reporters, will learn why different media outlets cover the same story in different ways, and how fake news is impacting the field of journalism.

Prerequisite: STC 620.

Components: LEC.

Grading: GRD.

Typically Offered: Spring.

STC 625. Cases in Public Relations Administration. 3 Credit Hours.

Course analyzes organizational principles, internal budgeting, and evaluation of public relations departments and counseling firms.

Prerequisite: STC 620. Or Requisite: Permission of Instructor.

Components: LEC.

Grading: GRD.

Typically Offered: Offered by Announcement Only.

STC 626. Sports, Publicity, and Promotions. 3 Credit Hours.

This course will provide a review, examination and practical application of sports communications, publicity and promotions in strategic communications.

Prerequisite: STC 620.

Components: LEC.

Grading: GRD.

Typically Offered: Offered by Announcement Only.

STC 628. Public Relations Management. 3 Credit Hours.

Principles and practice of public relations management in a variety of contexts including agency, consultancy, corporate, and nonprofit.

Prerequisite: STC 620.

Components: LEC.

Grading: GRD.

STC 629. Special Topics in Public Relations. 3 Credit Hours.

This course subject matter varies according to announced special topic. See class schedule for details.

Components: LEC.

Grading: GRD.

Typically Offered: Offered by Announcement Only.

STC 632. Seminar in Public Relations and Political Campaigns. 3 Credit Hours.

A seminar to examine the role of public relations in American political campaigns.

Prerequisite: STC 620.

Components: LEC.

Grading: GRD.

Typically Offered: Offered by Announcement Only.

STC 634. Non-Profit and Public Information Campaigns. 3 Credit Hours.

A public seminar that focuses on non-profit organizations and governmental institutions.

Prerequisites: STC 620, STC 621, STC 622.

Components: LEC.

Grading: GRD.

Typically Offered: Offered by Announcement Only.

STC 635. Advanced Research Methods for Public Relations. 3 Credit Hours.

This course will delve into the measures, mechanisms, and necessary considerations for measuring public relations effectiveness and evaluating the impact of public relations efforts.

Prerequisites: COM 601, STC 620, COM 602 or COM 603.

Components: LEC.

Grading: GRD.

Typically Offered: Fall & Spring.

STC 636. Public Relations Campaigns. 3 Credit Hours.

Theory and principles, audience research, strategic planning, and targeted communication are applied in developing a campaign to influence attitudes and behavior on behalf of a real client. A written plan, professional presentation, and teamwork are emphasized. You are expected to meet a substantial challenge by applying and building on knowledge and skills already acquired. Of special concern is how you acquit yourself as a working communication professional that is committed to the goal and who effectively budgets time, plans, exhibits leadership, adheres to ethical and legal practice, and demonstrates a strong work ethic.

Prerequisite: COM 601, STC 620, STC 621 And STC 622.

Components: LEC.

Grading: GRD.

Typically Offered: Spring.

STC 644. Seminar in Public Relations Ethics. 3 Credit Hours.

To explore through readings, discussion, and research contemporary ethical issues in public relations.

Prerequisite: STC 620. Or Requisite: Permission of Instructor.

Components: LEC.

Grading: GRD.

Typically Offered: Offered by Announcement Only.

STC 650. Strategic Communication in Health Care. 3 Credit Hours.

This course provides a general introduction to the role of media and strategic communication in healthcare industry. A variety of topics are addressed from handling internal and external communication practice of health-related organizations to applying the principles of strategic communication to areas such as healthcare public relations and social marketing.

Prerequisite: STC 620. Or Requisite: Permission of Instructor.

Components: LEC.

Grading: GRD.

Typically Offered: Offered by Announcement Only.

STC 660. Corporate Communication and Public Relations. 3 Credit Hours.

This course focuses on exploring external and internal environment of organizations. Students will learn how organizations use public relations and other forms of communication to strategically and effectively communicate with external and internal publics in today's complex business environment.

Prerequisites: COM 601, STC 620. Or Requisite: Permission of Instructor.

Components: LEC.

Grading: GRD.

Typically Offered: Offered by Announcement Only.

STC 682. International Public Relations. 3 Credit Hours.

This course provides a general introduction to the study and practice of public relations within a global marketplace. A variety of topics are addressed including the role of culture in global public relations, differences in styles of public relations practices across international groups and the role organizations play in this process.

Prerequisite: STC 620.

Components: LEC.

Grading: GRD.

STC 690. Public Relations Practicum I. 1-3 Credit Hours.

Professional functions related to public relations requirements in a professional environment acting as an account executive.

Components: PRA.

Grading: GRD.

Typically Offered: Fall, Spring, & Summer.

STC 691. Special Topics in Public Relations. 3 Credit Hours.

This course subject matter varies according to announced special topic. See class schedule for details.

Prerequisite: STC 620.

Components: LEC.

Grading: GRD.

Typically Offered: Offered by Announcement Only.

STC 699. Advanced Projects and Directed Research in Public Relations. 1-6 Credit Hours.

Individual study. May be repeated to a maximum of six credits.

Components: THI.

Grading: GRD.

Typically Offered: Fall, Spring, & Summer.