

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

Code	Title	Credit Hours
Required Communication and Public Relations Core Courses		
COM 601	Theories of Communication	3
COM 602 or COM 603	Foundations of Quantitative Communication Research Methods Qualitative Research Methodologies	3
STC 620	Public Relations Fundamentals	3
STC 621	Writing for Public Relations	3
STC 622	Design for Strategic Communication	3
Public Relations Electives		12
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