

Bachelor's Degree in _____
From _____

DEPARTMENT CORE REQUIREMENTS 15

PRAD	521	Writing for Public Relations	3
COMM	515	Communication Theory	3
COMM	518	Comm. Law & Regulation*	3
COMM	519	Media Ethics & Responsibilities*	3
COMM	593	Applied Mass Comm.	3

PR and AD concentration 15

PRAD	513	Social Media	3
PRAD	522	Social Media Crisis & Strategic Communications	3
PRAD	531	Advertising/PR Research	3
PRAD	537	Principles of PR/Advertising	3
PRAD	538	Integrated Marketing	3

OR

Social Media Concentration 15

PRAD	513	Social Media	3
PRAD	522	Social Media Crisis & Strategic	3
PRAD	537	Principles of PR/Advertising	3
PRAD	564	Social Media Analytics	3
PRAD	573	Social Media Campaigns	3

PROFESSIONAL TRACK

Complete the following two courses: 6

COMM	591	Professional Track I	3
COMM	592	Professional Track II	3

THESIS TRACK

Thesis track required courses: 6

COMM	597	Thesis in J & MC I	3
COMM	598	Thesis in J & MC II	3

**MASTER OF ARTS IN PUBLIC RELATIONS,
ADVERTISING, and SOCIAL MEDIA**

2023-2024

Student's Name: _____

Entrance Date: _____

ELECTIVES: Only if required courses are waived

MULT	516	Technology Mediated Comm.
MULT	517	Global Communication
MULT	528	Multimedia Production
MULT	550	Web Publishing & Editing
COMM	551	Graduate Internship I
COMM	552	Graduate Internship II
COMM	590	International Media
GRID	536	Branding & Identity Design
PRAD	540	Freelance Comm. & Consulting
PRAD	548	Sports Media and Marketing
PRAD	564	Social Media Analytics & SEO
PRAD	595	Special Topics in J&MC

Program Objectives

Master of Arts in Public Relations and Advertising and Social Media

Upon successful completion of this program, a student will be able to:

- 1 Analyze the functions of public relations and advertising and their role in marketing communications.
- 2 Critically evaluate and successfully implement various theoretical perspectives and research strategies/ approaches of public relations and advertising.
- 3 Conceptualize, coordinate, and execute comprehensive public relations/advertising-related campaigns and activities.
- 4 Demonstrate proficiency in effective communication management that meets the needs of highly globalized and diverse stakeholder groups.
- 5 Apply industry best practices pertaining to ethics, policies, and regulations.

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