

Bachelor's Degree in _____
From _____

MASTER OF ARTS in PUBLIC RELATIONS, ADVERTISING, and SOCIAL MEDIA

2024-2025

Student's Name: _____

Entrance Date: _____

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

ELECTIVES: Only if required courses are waived

MULT	516	Technology Mediated Comm.	3
MULT	517	Global Communication	3
MULT	528	Multimedia Production	3
MULT	550	Web Publishing & Editing	3
COMM	551	Graduate Internship I	3
COMM	552	Graduate Internship II	3
COMM	590	International Media	3
GRID	536	Branding & Identity Design	3
PRAD	548	Sports Media and Marketing	3
PRAD	564	Social Media Analytics & SEO	3
PRAD	595	Special Topics in J&MC	3

TOTAL PROGRAM REQUIREMENTS 36

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.