

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. Research Methods	3

SPECIALIZATION REQUIREMENTS 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

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

2021-2022

Student's Name: _____
Entrance Date: _____

ELECTIVES: Only if required courses are waived

COMM	516	Technology Mediated Comm.	3
BPMM	541	Broadcast Copywriting	3
COMM	517	Global Communication	3
COMM	551	Graduate Internship I	3
COMM	552	Graduate Internship II	3
COMM	590	International Media	3
GRID	536	Branding & Identity Design	3
MULT	528	Multimedia Production	3
MULT	550	Web Publishing & Editing	3
PRAD	539	P.R. for Non-Profit Organizations	3
PRAD	540	Freelance Comm. & Consulting	3
PRAD	548	Sports Media and Marketing	3
PRAD	564	Social Media Analytics & SEO	3
PRAD	595	Special Topics in J&MC	3

(May be repeated if topic differs)

Program Objectives

Master of Arts in Public Relations and Advertising

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.