

Bachelor's Degree in _____
From _____

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

2025-2026

Student's Name: _____

Entrance Date: _____

DEPARTMENT CORE REQUIREMENTS	15
COMM 515 Communication Theory	3
COMM 518 Communication Law & Regulation*	3
COMM 519 Media Ethics & Responsibilities*	3
COMM 593 Appl Mass Comm Research Methods	3
PRAD 521 Writing for Public Relations*	3

*Courses may be waived based on prior experience at the discretion of the Graduate Program Director. Waived requirements are to be replaced with electives.

PR/AD Concentration	15
PRAD 513 Social Media Practices	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 Comm	3

OR

Social Media Concentration	15
PRAD 513 Social Media Practices	3
PRAD 522 Social Media Crisis & Strategic	3
PRAD 537 Principles of PR/Advertising	3
PRAD 564 Social Media Analytics & SEO	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 I	3
COMM 598 Thesis II	3

ELECTIVES: Only if required courses are waived

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 516 Technology Mediated Comm	3
MULT 528 Multimedia Production	3
MULT 550 Web Publishing & Editing	3
PRAD 548 Sports Media and Marketing	3
PRAD 564 Social Media Analytics & SEO	3
PRAD 595 Special Topics	3

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.