

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**

**2020-2021**

Student's Name: \_\_\_\_\_  
Entrance Date: \_\_\_\_\_

**ELECTIVES: Only if required courses are waived**

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

## 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.