

Master of Science Degree in Public Relations Curriculum Guide

Requirements:

- 12 courses/48 credits
- You must also pass a Master's Comprehensive Exam (See COM Bulletin).
In some cases, students can prepare a thesis or a professional project.

Summary of Course Requirements:

- 7 required courses
- 3 public relations electives
- 3 general electives (See recommended elective sequences in the COM Bulletin).

Required Courses (7)

- CM 701 Contemporary Public Relations
- CM 710 Communication Theory
- CM 722 Communication Research
- CM 742 Media Relations [CM 701 and CM 705/707]
- CO 700 Financial & Strategic Management for
Communication Professionals

Choose one from:

- CM 705 Writing for International Students or
- CM 707 Writing for Media Professionals

Choose one from:

- CM 709 Corporate Public Affairs [CM 701]
- CM 715 Public Relations in Non-profit Settings [CM 701]
- CM 734 Governmental PR [CM 701]

Note: Special courses (CM 561 or CM 562) may be used as a public relations elective with advisor and chairman approval.

The London Internship Program provides 8 elective credits as well as CM 738, International Marketing Communication (4 cr.) and CM 809, Internship (4 cr.). The elective courses are CM 744, International Media (4 cr.) and CM 745, Comparative Political Systems (4 cr.).

It is strongly suggested that you consult with your advisor before each registration period. This will help you to follow the curriculum correctly. All curriculum questions should be addressed with your advisor. It is the student's responsibility to ensure that all graduation requirements are met.

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Public Relations Electives (3)

- CM 507 Social Activism and Public Relations [CM 701]
- CM 513 Investor Relations [CM 701]
- CM 515 Community Relations [CM 701]
- CM 522 Managing Corporate Crises and Issues (2nd and 3rd semester students only)
- CM 535 Political Campaigning
- CM 706 Organizational Communication
- CM 723 Advanced Communication Research [CM 722]
- CM 728 International Public Relations
- CM 730 Marketing Communication
- CM 738 International Marketing Communication (London only)
- CM 750 Advanced Writing for Media Professionals [CM 705/707]
- CM 772 PR Lab [CM 701]
- CM 809 Internship (4 credit limit)

PUBLIC RELATIONS ELECTIVES (Choose 3 from above):

GENERAL ELECTIVES (Choose 2, 500-level or above):
