



Master of Arts in Public Relations

Hofstra University is located in Hempstead, New York, approximately 25 miles east of Manhattan, the nation's communications capital and home to many of the world's largest public relations agencies; entertainment, lifestyle and media companies; and corporations and nonprofit organizations. Our students often find valuable internships and an extraordinarily wide array of public relations career opportunities.

Applications for the **Master of Arts in Public Relations** program are accepted for fall enrollment, and are reviewed on a rolling basis. All applications are submitted electronically at hofstra.edu/gradapply.

For more information, please contact:

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M.A. in Public Relations

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hofstra.edu/MAPR



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School of Communication
Department of Journalism, Media Studies, and Public Relations



Master of Arts in Public Relations



Master of Arts in Public Relations

The Master of Arts (M.A.) in Public Relations at Hofstra University is a professional program designed to educate students in a rapidly evolving communications field by emphasizing management, research, best practices, writing and communication tools required within the public relations profession. The goal of the program is for students to become qualified to assume specialized public relations positions and enhanced leadership roles.

The Program

Hofstra's M.A. in Public Relations program is designed for busy professionals and for recent graduates seeking an advanced degree. The 36-credit program is offered full time and part time, and can be completed in four semesters. Classes are offered in the evening, and students have the option of completing an internship or working on an independent study project. Internships are available at major New York City and Long Island public relations agencies and corporate offices, and a variety of positions can also be found in the nonprofit, education, government and other business sectors. Finally, a capstone project is required of all students completing the degree.



Program Course of Study

Required Courses – Total Semester Hours: 21-24

PR 260	The Practice of Public Relations,* 3 s.h.
PR 261	Survey of Public Relations Issues,* 3 s.h.
PR 262	Public Relations Measurement and Evaluation, 3 s.h.
PR 263	Strategic Writing for Public Relations, 3 s.h.
PR 264	Communication Technology, 3 s.h.
PR 265	Business Essentials and Corporate Public Relations, 3 s.h.
PR 270	Professional Internship, 3 s.h. or
PR 271	Independent Study, 3 s.h.
PR 298	Public Relations Capstone I, 3 s.h.
PR 299	Public Relations Capstone II, 3 s.h.

*Students with significant related background and knowledge of public relations fundamentals may, at their option and with the approval of the program director, begin the program with PR 261 and take an additional public relations elective in place of PR 260.

Elective Courses – Total Semester Hours: 12-15

PR 266	Public Relations Ethics and the Law,** 3 s.h.
PR 267	Case Studies in Reputation Management and Crisis PR, 3 s.h.
PR 268	Public Relations and Advocacy for Nonprofit Organizations, 3 s.h.
JRNL 231	Journalism Ethics and Law,** 3 s.h.
JRNL 282	Media Relations Techniques for the Sports and Entertainment Industries, 3 s.h.
RTVF 234	Media in Sports and Entertainment Industries, 3 s.h.
SPCM 220	Theories of Persuasion, 3 s.h.
SPCM 222	Rhetoric and Popular Culture, 3 s.h.

SPCM 282	Sports, Media and Society, 3 s.h.
MKT 203	Marketing Analysis and Management, 3 s.h.
MKT 211	Advertising Management, 3 s.h. (pre-req: MKT 203)
MKT 222	International Promotional Campaigns, 3 s.h. (pre-req: MKT 203)
MKT 248	Strategic Decisions for Online Marketing in a Global Marketplace, 3 s.h. (pre-req: MKT 203)
MGT 207	Contemporary Organizations: Theory, Behavior, and Leadership Skills, 3 s.h.

** Students may substitute JRNL 231 – Journalism Ethics and Law in place of PR 266 but may not take both PR 266 and JRNL 231.

Admission requirements

- B.A., B.S. or B.F.A. from an accredited college or university
- An undergraduate overall GPA of at least 2.75
- A 500-750 word essay detailing personal and educational history, past employment, volunteer work or related experience in the intended field of study
- Two letters of recommendation
- Writing samples (articles, essays, public relations materials, other)
- Current résumé
- Transcripts (GRE scores are optional)

All applicants will be interviewed by the program director for a skills assessment.

New students are accepted for the fall semester. Preference for competitive scholarships, if available, is based on overall GPA and academic potential and is given to early applicants. After admission, students receive advisement each semester to assist them with academic concerns and ensure their successful completion of the program.

Public Relations as a Profession

Public relations employment is growing robustly. The U.S. Bureau of Labor Statistics recently reported that employment of PR specialists is expected to grow 23 percent in this decade, faster than the average for all occupations. Employment of public relations managers is expected to grow 16 percent by 2020.

With the public relations industry experiencing significant growth, the fundamentals of the profession — including the ability to develop strategic communication plans, build relationships with key constituents, maintain and enhance organizational reputations, improve customer response, and communicate effectively — will remain the foundations of the industry. Today's PR professionals will need to possess a combination of capabilities that enable them to be effective in the areas of marketing, management, social media, and production.

Possible professions with an M.A. in Public Relations include:

- Corporate and agency PR
- Nonprofit, educational and faith-based PR
- Community and government relations
- Media relations
- Fashion, culture and lifestyle PR
- Sports information and entertainment PR
- Investor relations
- Consumer and business-to-business relations
- Crisis management
- International business relations