



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 in Manhattan and on Long Island.

Ready to apply?

Applications for the **Master of Arts in Public Relations** are considered on a rolling basis. All applications must be submitted at hofstra.edu/gradapply.

For more information, please contact:

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hofstra.edu/mapr



Hofstra University is committed to extending equal opportunity to all qualified individuals without regard to race, color, religion, sex, sexual orientation, gender identity or expression, age, national or ethnic origin, physical or mental disability, marital or veteran status in employment and in the conduct and operation of Hofstra University's educational programs and activities, including admissions, scholarship and loan programs, and athletic and other school-administered programs. For additional contacts and related resources, see hofstra.edu/eoe.



**The Lawrence Herbert
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 (MA) in Public Relations at Hofstra University is a professional program designed to educate students in a fast-evolving communications field by emphasizing management, research, best practices, writing, and digital 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 36-credit program accommodates both busy professionals and recent graduates seeking an advanced degree.

PROGRAM COURSE OF STUDY

Required courses cover:

- Public relations fundamentals
- Digital media
- Strategic writing
- Media literacy and storytelling
- Understanding audiences
- PR business and management
- Reputation and crisis management
- International public relations
- Nonprofit organizations
- Advocacy

Marketing concentration:

Students may choose a 9-credit concentration in marketing. This optional concentration is included within the 36-credit program.

Courses include:

- Marketing analysis and management
- Advertising management
- International marketing and promotion
- Sports and entertainment marketing
- Strategies for online global marketing



Saturday and Weeknight Programs

Students in Hofstra's MA in Public Relations program may earn the degree by taking either weeknight classes or Saturday classes. Weeknight courses are offered in late afternoons and evenings. Saturday classes are held in seven- and five-week segments. Some online and hybrid courses are also included.

In addition to classroom and online learning, graduate students can earn credits through independent study or internships. Internships are available at New York City-area public relations agencies and corporate offices, and a variety of positions can also be found in the nonprofit, education, government, and business sectors. Finally, a capstone project is required of all students completing the program.

Admission requirements:

- BA, BS, or BFA from an accredited college or university
- Undergraduate overall GPA of at least 2.75
- Academic transcripts (GRE scores are optional)
- 500- to 750-word essay detailing personal and educational history, past employment, volunteer work, or related experience in the intended field of study, plans for graduate study, and career goals
- Two letters of recommendation
- Writing samples (articles, essays, public relations materials, other)
- Current resume
- International students must have a minimum TOEFL score of 95

Students may also earn internship or independent study credits. For current course offerings and degree requirements, visit bulletin.hofstra.edu.

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

New students are accepted for the fall and spring semesters. Preference for competitive scholarships, if available, is based on overall GPA and academic potential, and is given to early applicants.

After admission, students meet with an adviser each semester to discuss academic issues and degree progress, and help ensure successful completion of the program.



Public Relations as a Profession

Public relations employment is growing robustly. The U.S. Bureau of Labor Statistics has reported that employment of PR specialists is expected to grow 12 percent through 2022. Nearly 30,000 new public relations jobs will be created in that same time period.

With the public relations industry experiencing significant growth, the foundations of the industry remain the ability to develop strategic communication plans; build relationships with key constituents; maintain and enhance organizational reputations; improve customer response; and communicate effectively digitally, locally and globally. Today's PR practitioner must possess a combination of capabilities to be effective in the areas of integrated marketing, management, social media, and online tools.

Hofstra's MA in Public Relations prepares graduates for the following professions and more:

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