



HOFSTRA UNIVERSITY

THE LAWRENCE HERBERT SCHOOL OF COMMUNICATION

Course Map

MA Public Relations

WEEKNIGHT PROGRAM

36 credits

Semester One

PR 260 – Practice of Public Relations*

PR 263 – Strategic Writing for Public Relations

PR 267 – Reputation Management and Crisis Public Relations

OR

PR 263 – Strategic Writing for Public Relations

PR 267 – Reputation Management and Crisis Public Relations

PR 272 – Media, Messages and Messengers

Semester Two

PR 264 – Digital Communication

PR 265 – Business Essentials and Corporate Public Relations

and (choose one)

PR 269 – International and Intercultural Public Relations

PR 272 – Media, Messages and Messengers

Elective (choose from any available)

Semester Three

PR 262 – Understanding Audiences

PR 269 – International and Intercultural Public Relations

Elective (choose from any available)

Semester Four

PR 298 – Capstone I

Elective (choose from any available)

Elective (choose from any available)

Other PR courses and electives:

PR 261 – Public Relations Issues

PR 266 – Public Relations Ethics

PR 268 – Public Relations and Advocacy for Nonprofits

PR 270 – Internship

PR 271 – Independent Study

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