



HOFSTRA UNIVERSITY

THE LAWRENCE HERBERT SCHOOL OF COMMUNICATION

Course Map

MA Public Relations

SATURDAY PROGRAM

36 credits

Each course = 3 credits

Fall Semester I

PR 263 – Strategic Writing for PR Relations
(9:00 a.m. – 12:35 p.m., 7 weeks, Sept.-Oct.)

PR 260 – Practice of Public Relations (1:15 – 4:45 p.m., 7 weeks, Sept.- Oct.)

PR 267 – Reputation Management and Crisis Public Relations
(9:00 a.m. – 2:00 p.m., 5 weeks, Nov.-Dec.)

Winter Session

PR 269 – International and Intercultural Public Relations
(online course)

Spring Semester

PR 272 – Media, Messages and Messengers
(9:00 a.m. – 12:35 p.m., 7 weeks, Feb.-Mar.)

PR 264 – Digital Communication
(1:15 – 4:45 p.m., 7 weeks, Feb. -Mar.)

PR 265 – Business Essentials and Corporate Public Relations
(9:00 a.m. – 12:35 p.m., 5 weeks, Apr.-May)

Summer Session I

PR 262 – Understanding Audiences
(Hybrid –on site and online)

Summer Session II

PR 271 -- Independent Study
or
PR 280 –Elective

Summer Session III

PR 268 – Public Relations and Advocacy for Nonprofits
(online course)

Fall Semester II

PR 298 – Capstone
(9:30-11:45 a.m., full semester)
and
Elective