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.