

PUBLIC RELATIONS MASTER OF SCIENCE

☑ Offered Online

Admission Requirements

The number of students admitted to the program annually is limited. Applicants will be evaluated according to the criteria listed in numbers 1-6 below. If the number of qualified applicants exceeds the number of available openings, those applicants with the highest ratings will be given first consideration for admission to the program.

Applicants who do not meet the admission requirements in a given year may be considered for probationary admission. Please see the Department Chairperson for further information.

1. A bachelor of arts or science in communication or related discipline with significant coursework in communication.
2. An undergraduate GPA of 3.0 (on a 4 point scale) or higher.
3. One professional letter of reference that addresses candidate's ability to complete a graduate degree in public relations.
4. A completed Graduate Studies Admissions Form.
5. A letter of application stating the applicant's purpose for pursuing a graduate degree in public relations.
6. A current resume or curriculum vitae (CV).

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Articulate the connection between communication and culture.
- Evaluate local, national, and global issues from a persuasive communication perspective.
- Engage in communication scholarship using the research traditions of the discipline.

Required Courses

Code	Title	Credits
COMT 501	Communication Law and Ethics	3
COMT 502	Research Methods	3
COMT 514	Issues in Org Comm	3
COMT 522	Issues in Public Relations	3
COMT 525	Media Criticism	3
COMT 565	Communication Theory	3
COMT 581	Campaign Planning	3
COMT 595	Comprehensive Exams	3
Select two courses from the following:		6
COMT 510	Adv Interpersonal Comm	
COMT 516	Leadership & Communication	
COMT 521	New Media Skills	
COMT 524	Risk Crisis & Comm	
COMT 526	Case Studies in PR	
COMT 530	Public Influence	
COMT 531	Political Communication	
COMT 540	Pop Culture & Cultural Studies	
COMT 561	Multicultural Media Studies	
COMT 570	Applied Communication Studies	

COMT 580	Health Communication
COMT 582	Gender, Media, and Society
COMT 590	Internship
COMT 592	Seminar

Total Minimum Credits

30