

## M.A. in Public Relations Course Descriptions

### MAPR 01.551: **Public Relations Overview** 3 cr.

This course, taken by students in the organizational PR emphasis, is an overview of the relationships between an organization and its publics. Development of understanding among them is stressed. The course presents the theoretical foundation of public relations and outlines techniques of structured communications between an organization and its publics.

### MAPR 01.560: **Public Affairs Overview** 3 cr.

This course, taken by students in the public affairs emphasis, is an overview of the ethical and legal means used by public affairs representatives in influencing the political, legislative, and regular process of government. Emphasis is placed on demonstrating strong writing and research skills, as well as developing effective communication plans.

### MAPR 98.503: **School Public Relations** 3 cr.

This course, taken by students in the educational PR emphasis, is an overview of the relationships of the school and its various publics. The public character of the school and the need for public understanding of the school are considered. Development of understanding between the school and the community is stressed.

### MAPR 01.547: **Techniques in Communication** 3 cr.

This class focuses on developing the core skills needed to be a successful public-relations writer. It explores how copy is used in many different ways by public-relations practitioners. The course helps students develop the knowledge and ability to: Understand and apply accepted techniques for enhancing the readership and readability of public relations copy; Write leads that generate interest among editors and others vital to the process of generating publicity; Develop and write professional-quality news releases to generate hard and announcement news; Research and write professional-quality feature and other soft-news copy; Write and edit memos, reports, letters and other documents to be used with the media.

### MAPR 01.550: **Introduction to Communication Research** 3 cr.

A study of the research process as it relates to the task of writing a communication thesis. Emphasis will be placed on the four standard, accepted types of research. Students will examine the unique purposes, features, procedures and uses of each research type, using the information as the basis for creating a thesis proposal.

### MAPR 01.553: **Graduate Case Studies in Public Relations** 1 cr.

This course reviews and predicts how organizations solve their PR challenges. Through case studies, students evaluate issues, audiences and strategic elements of each situation. Students work through problems in seminar situations and write position papers. This course is taken prior to Public Relations Planning.

**MAPR 01.544: Public Relations Planning 2 cr.**

This course will cover the classic ways to construct a public relations plan, including writing goals and objectives, establishing campaign themes, and strategies, developing PERT and GANTT charts, specifying plan details and learning how to monitor and evaluate the plan. Students will also learn how to write a proposal, how to identify the real communications problem, and how to counsel management about policy related to the success of the plan. This course is taken following Graduate Case Studies, during the same semester.

**MAPR 01.620: Seminar in Public Relations 6 cr.**

Each student will be required to develop a major communication project or thesis on any phase of educational or corporate communications. The project or thesis will display appropriate research procedures and skill in communications. Some seminar sessions will be used to provide additional communications background for students. Students are required to complete both the fall and spring seminars for the program. The fall semester is a prerequisite for the spring semester; both are required. The student must have completed or be enrolled in Public Relations Overview, Techniques of Communication, and Communications Research.

**MAPR 01.610: Internship in Public Relations 3 to 6 cr.**

This course requires on-the-job apprenticeship in a public relations program that involves a wide variety of tasks. The internship is overseen by a public relations professional on the job and by a PR professor. Students are required to take 3 credits of Internship, with another optional 3 credits as an elective if the student wishes.

**MAPR 01.518: Publication Layout and Design 3 cr.**

Publication Layout and Design teaches students how to construct and develop publications using software that is competitive in the PR industry. This course requirement may be waived if previous coursework or proficiency in design can be shown. The required credits towards the program, however, are not waived.

**FNDS21.502: Foundations of Education 3 cr.**

This course is required for the educational PR Emphasis ONLY. In addition, please note that the educational PR emphasis also requires one graduate psychology course.

**MAPR 01.561 Advanced Techniques in Communication 3 cr.**

This course covers the strategic aspects of planning and writing public relations messages and copy that prompts results. It recognizes that public-relations practitioners possess a wide range of skills, knowledge and qualities -- and need to synthesize them all when creating copy and content that effectively builds awareness, understanding and support. The course helps students develop the knowledge and ability to: Develop and write objective-driven, persuasive copy and content appropriate for all media; Write and edit internal PR copy crucial to the management and advancement of PR programs internally; Effectively use research to predict copy and message effectiveness.

MAPR 06.515: **Online Public Relations** 3 cr.

Public relations has moved to the Internet, and in the process online communication skills have become essential to online and offline public relations practice. Online public relations is a course that explores the practical tools necessary for using the internet in public relations and provides a broad overview for creating an online newsroom.

MAPR 01.559: **Strategic Public Affairs** 3 cr.

The course examines theory and practice of strategic political communications, including depth study of persuasion campaigns, use of propaganda in public affairs, and the role of communicators in engaging the public in the critical public policy issues.

MAPR 99.521: **How Media Affect Us** 3 cr.

Addressed in this course will be the effect the mass media have on companies, businesses, and organizations and the development of practical strategies of working with the media. The press, radio, TV, magazines, and books will be reviewed from the perspective of their impact on organizations.

MAPR 01.556: **Organizational Public Relations Management & Counseling** 3 cr.

This three credit course will acquaint students with many aspects of the public relations profession (or review for some). Students will learn about the composition of PR departments, the steps necessary to manage a public relations department and accepted methods to establish budgets in a public relations shop. Students will be expected to analyze the economic realities surrounding the practice of public relations in a variety of settings. For the first time, there will be a concentration on public relations counseling, media training and rehearsal, and media relations.

**Modules-** (Modules are mini-classes carrying less than 3 credits and meet only part of the semester. Modules focus on a specific topic and are 1.0-2.0 credits unless otherwise noted.)

### **Writing Modules**

MAPR 01.511: **Writing Speeches** 1 cr.

MAPR 01.548: **Graduate Writing Basics** 1 cr.

## **Public Relations Modules**

MAPR 01.502: **Advanced Typography and Design 1 s.h.**

MAPR 01.504: **Copy fitting and Paste-up 1 s.h.**

MAPR 01.506: **News writing 1 s.h.**

MAPR 01.524: **Fundraising and Development 2 s.h.**

MAPR 01.528: **Global PR 1 s.h.**

MAPR 01.530: **Internal Communications in Organizations 1 s.h.**

MAPR 01.531: **Media Planning and Buying 1 s.h.**

MAPR 01.533: **Crisis Public Relations 1 s.h.**

MAPR 01.534: **Small Group Communications 1 s.h.**

MAPR 01.535: **Interpersonal Communications 1 s.h.**

MAPR 01.536: **Public Relations Law and Ethics 1 s.h.**

MAPR 01.537: **Contemporary Public Relations Challenges 1 s.h.**

MAPR 01.538: **Legislative Liaison for Public Relations Practitioners 1 s.h.**

MAPR 01.539: **Client Relationships 1 s.h.**

MAPR 01.541: **Understanding and Writing Grants and Proposals 1 s.h.**

MAPR 01.544: **Public Relations Planning 2 s.h.**

MAPR 01.553: **Graduate Case Studies in Public Relations 1 s.h.**

MAPR 01.554: **Planning and Conducting Special Events 1 s.h.**

MAPR 01.555: **Persuasive Writing and Feature Writing 1 s.h.**

MAPR 01.557: **Using Electronic Media In Public Relations 2 s.h.**

MAPR 01.558: **Integrated Marketing Communication 1 s.h.**

MAPR 06.505: **Special Topics in Public Relations 1 s.h.**

## **Mass Media and Public Opinion Modules**

MAPR01.523: **How Polls and Surveys Work: How to Conduct Them** 1 cr.

MAPR 99.522: **How Opinions and Attitudes are Formed and Changed: Persuasion Techniques** 1 cr.

### **For additional information or questions about course planning, please contact:**

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