

M.A. in P.R. Course Requirements -- Effective Fall 2009

PREREQUISITE FOUNDATION COURSE

1. 41460 JRN 02317 Publication Layout and Design 3 cr. or equivalent. (This course requirement can be waived if equivalent course has been completed or proficiency in design can be shown. Please see your advisor for details.)

REQUIRED courses for M.A. in Public Relations 21 cr.

1. MAPR01.551 Public Relations Overview 3 cr. (Fall)
2. MAPR01.547 Techniques in Communication 3 cr. (Fall)
3. MAPR01.550 Introduction to Communication Research 3 cr. (Fall)
4. MAPR01.553 Graduate Case Studies in PR 1 cr. (Spring. Taken prior to Public Relations Planning)
5. MAPR01.544 Public Relations Planning 2 cr. (Spring. Taken after Graduate Case Studies)
6. MAPR01.620 Seminar in Public Relations 6 cr. (Two semesters, Fall and Spring)
7. MAPR 01.561 Advanced Techniques in Communication 3 cr. (Spring)

ELECTIVE courses 12 cr.

Total credits: 33 (36 if Publication Layout is not waived.)