

Program Guide

M.A. in Strategic Communication (33 s.h.)

Spring 2017 and earlier M.A. in Public Relations (MAPR)

Required courses, total: 21 s.h.

Elective courses, total: 12 s.h. (any combination)

Senior Privilege: Contact Dr. Bokyung Kim, Graduate Program coordinator, kimb@rowan.edu

Required Courses (3 s.h. per course)	Completed
MAPR 01551 Graduate Strategic Communication Overview	_____
MAPR 01547 Graduate Strategic Writing I	_____
MAPR 01550 Introduction to Graduate Strategic Communication Research	_____
MAPR 01543 Graduate Strategic Case Studies and Public Relations Planning	_____
MAPR01561 Graduate Strategic Writing II	_____
MAPR01620 Strategic Communication Seminar	_____
MAPR 01551 Graduate Strategic Visual Communication*	_____
*Students must be able to demonstrate proficiency in layout and design or take JRN 02317 Publication and Layout and Design to complete the degree.	

Elective Courses (s.h. per course)	Completed
MAPR01610 Internship in Public Relations (3)	_____
MAPR98503 School Public Relations (3)	_____
MAPR06515 Online Public Relations (3)	_____
MAPR01556 Organizational PR Management/Counseling (3)	_____
MAPR01565 IMC & New Media Overview (3)	_____
MAPR01559 Strategic Public Affairs (3)	_____
MAPR 01524 Fundraising and Development (2)	_____
MAPR 01557 Using Electronic Media In Public Relations (2)	_____
MAPR 01511 Writing Speeches (1)	_____

MAPR 01522	Persuasion Techniques (1)	_____
MAPR 01528	Communication with Special Publics (1)	_____
MAPR 01530	Internal Communications In Organizations (1)	_____
MAPR 01531	Media Planning And Buying (1)	_____
MAPR 01533	Crisis Public Relations (1)	_____
MAPR 01534	Small Group Communications (1)	_____
MAPR 01535	Interpersonal Communications (1)	_____
MAPR 01536	Public Relations Law And Ethics (1)	_____
MAPR 01537	Contemporary Public Relations Challenges (1)	_____
MAPR 01538	Legislative Liaison For Public Relations Practitioners (1)	_____
MAPR 01541	Understanding and Writing Grants And Proposals (1)	_____
MAPR 01506	Newswriting (1)	_____
MAPR 01507	Tightening Writing (1)	_____
MAPR 01509	Writing Leads That Get Attention (1)	_____
MAPR 01510	Writing Reports, Letters and Memos (1)	_____
MAPR 01513	Feature Writing (1)	_____
MAPR 01548	Graduate Writing Basics (1)	_____
MAPR 01554	Planning Special Events (1)	_____
MAPR 01555	Persuasive and Feature Writing (1)	_____
MAPR 01558	Integrated Marketing Communication (1)	_____
MAPR 01566	Public Affairs Advertising (1)	_____
MAPR 01567	Public Affairs and Labor Communication (1)	_____
MAPR 06505	Special Topics In Public Relations (1)	_____
MAPR 99523	Polls & Surveys (1)	_____