

## **Public Relations & Organizational Communication**

*Coursework Requirements Curriculum Checklist*

The Master of Arts in Communication with a Concentration in Public Relations & Organizational Communication program is a professional degree that emphasizes the theory and application of communication in a variety of contexts. These include working in public relations, employee relations, media relations, public affairs, issue and crisis management, technical and employee communication, and related activities in business, industry, non-profit, and governmental settings. **The degree requires a minimum of 30 credit hours.**

### **Six required courses (18 hours):**

COM 7000: Introduction to M.A. Studies in Communication (3 cr) \_\_\_\_\_

COM 6250: Organizational Communication (3 cr) \_\_\_\_\_

COM 6140: Public Relations Theory (3 cr) \_\_\_\_\_ (new course)

COM 7140: Public Relations Campaigns (3 cr) \_\_\_\_\_

COM 6190: Internship (3 cr) \_\_\_\_\_

**Option 1:** Traditional Internship: student works for a specified number of hours at an approved internship site where students can acquire and build upon skills that will serve their career goals. The student is required to have a site supervisor.

**Option 2:** Service Learning Internship Project: student completes a service-learning project in conjunction with the graduate internship coordinator. Each project requires a site supervisor at the hosting organization.

**Option 3:** Worksite Internship Project: student takes on a project at their current organization, provided that it significantly extends the scope of their current responsibilities or introduces them to a new domain of practice within the organization. The graduate internship coordinator must approve the project. Students must have a designated site supervisor other than their current supervisor.

COM 7220: Professional Issues in Applied Communication (3 cr) \_\_\_\_\_ (capstone)

### **At least one of the following Research Methods Courses (3 hours):**

COM 7250: Rhetorical Criticism (3 cr) \_\_\_\_\_

COM 7260: Quantitative Research Methods in Communication (3 cr) \_\_\_\_\_

COM 7360: Qualitative Research Methods in Communication (3 cr) \_\_\_\_\_

### **At least two of the following Public Relations & Organizational Communication content area elective courses (6 hours):**

COM 6100: Speech Writing (3 cr) \_\_\_\_\_

COM 7150: Micro-Level Organizational Communication (3 cr) \_\_\_\_\_

COM 7160: Crisis Communication (3 cr) \_\_\_\_\_

COM 7240: Communication Consulting and Training (3 cr) \_\_\_\_\_

COM 7410: Communication Theory (3 cr) \_\_\_\_\_

COM 7210: New Media and Strategic Communication (3 cr) \_\_\_\_\_

### **One additional course, chosen in consultation with adviser (3 hours)**

**Total Credit Hours: 30**