Public Relations & Organizational Communication
Coursework Requirements Curriculum Checksheet

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 cr):

- COM 7000: Introduction to M.A. Studies in Communication (3 cr)
- COM 6250: Organizational Communication (3 cr)
- COM 6140: Public Relations Theory (3 cr)
- 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 cr):

- COM 6530: Audience Measurement and Survey Techniques (online) (3 cr)
- 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 cr):

- COM 5710: Law & Ethics in Journalism & Mass Media (3 cr)
- COM 6050: New Media Practice (3 cr)
- COM 6100: Speech Writing (3 cr)
- COM 6270: New Media Theory (3 cr)
- COM 7150: Micro-Level Organizational Communication (3 cr)
- COM 7160: Crisis Communication (3 cr)
- COM 7162: Risk Communication: Theoretical and Practical Approaches (3 cr)
- COM 7170: Health and Risk Communication (3 cr)
- COM 7172: Risk Communication: Disasters, Hazards, and the Media (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 c)

Total: 30 cr hours