

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, no 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

