

Emphasis in Public Relations and Organizational Communication

The M.A. degree in public relations and organizational communication is a professional degree emphasizing the theory and application of communication in a variety of contexts. These include working in public relations, employee relations, media relations, public affairs, issues and crisis management, technical and employee communication, and related activities in business, industry, non-profit and governmental settings. Plan C is highly recommended.

Required courses (15 hours minimum) include:

- COM 7000 Introduction to M.A. Studies (3 credits)
- COM 6250 Organizational Communication (3 credits)
- COM 7140 Public Relations Campaigns (3 credits)
- COM 7330 Advanced Desktop Publishing (3 credits)
- One of the following courses:
 - COM 7150 Micro-level Organizational Communication (3 credits)
 - COM 7160 Crisis Communication (3 credits)
 - COM 7165 Communication and Issue Management (3 credits)
 - COM 7240 Communication Consulting and Training (3 credits)

One of the following research methods courses:

- COM 6530 Audience Measurement and Survey Techniques (3 credits)
- COM 7250 Rhetorical Criticism (3 credits)
- COM 7260 Behavioral Research Methods in Communication (4 credits)
- COM 7580 Content Analysis (3 credits)
- COM 8230 Ethnographic Methods for Communication Research (3 credits)

Three courses from among the following:

- COM 5030 Communication Ethics (3 credits)
- COM 5080 History and Law of American Journalism (4 credits)
- COM 5100 Speechwriting (3 credits)
- COM 6170 Principles of Interpersonal Communication (3 credits)
- COM 6190 Internship (1-3 credits variable)
- COM 6200 Theories of Small Group Processes (3 credits)
- COM 6350 Communication, Culture, and Conflict (3 credits)
- COM 7110 Theory of Argument (3 credits)
- COM 7120 Contemporary Political Campaigns (3 credits)
- COM 7410 Communication Theory (3 credits)

At least **one elective from Marketing or another department** as may be appropriate, selected in consultation with your advisor and approved by the Director of Graduate Studies; possibilities include:

- MKT 7330 Managerial Communication (3 credits)
- MKT 7430 Advertising Management (3 credits)
- MKT 7500 International Marketing Strategy (3 credits)
- Other _____

Choose one of the following plans:

- Plan B:** Three credit hours of COM 7999 with an approved essay for a minimum of 33 credits.
- Plan C:** COM 7220, Professional Issues in Applied Communication (3 credits) resulting in a minimum total of 33 credits. Plan C is highly recommended.