

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, issue 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 in Communication (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:

- 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 (3 credits)

Three courses from among:

- 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 (3 credits, max 6.)
- 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)

Choose one of the following Plans:

Plan B: 3 credits of COM 7999 and an approved essay for a total 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.**

Acknowledgment of M.A. Degree Handbook Policies and Procedures

I have read the Department of Communication Master of Arts Handbook and familiarized myself with the policies and procedures governing the degree program I am pursuing. I also understand that I must familiarize myself with the policies, procedures, and directives from the Graduate School as detailed in the Graduate Bulletin.

I understand that deviations from the Department of Communication or Graduate School policies and procedures may interfere with reasonable and normal academic progress and, in extreme circumstances, may result in my dismissal from the program. I further understand that I am to maintain regular contact with my academic advisor so that I may complete my degree in a timely manner.

Student's Name (Please Print):

Signature and date:

Please sign and return this form to the Graduate Secretary of the Department of Communication, 585 Manoogian Hall, with your Plan of Work. The Plan of Work is to be completed in consultation with your academic advisor and must be filed by the completion of twelve credit hours of academic study.

For office use only:

Received by and date