

M.A. in Public Communication

PART-TIME PROGRAM

(Degree requirements for academic years 2009 – 2011)

The 30 credit hours of coursework must include:

Required Courses	Semester	Grade
COMM-640: Principles of Strategic Communication Examines the strategic elements of public communication strategies with focus on communication campaigns, public opinion, the media, the role of research, audience identification, message development, and communicating to various publics. Explores the role of strategic communication in society, politics, culture, business and various other institutions, and examines the ethics of persuasion.	Fall 2009	
COMM-644: Public Communication Writing Explores writing for strategic communication and the relationship among audience, message structure and medium. Develops practical skills in the preparation of news releases, pitch letters, brochure copy, speeches, web site materials, opinion pieces, broadcast applications, magazine features, and advertising copy.	Fall 2009	
*Choose either COMM-642 or COMM-646 or both *COMM-642: Public Communication Management or Approved Elective Provides practical and theoretical experience in strategically planning and managing the public relations process. Conceptual and analytical skills include understanding the management of people, resources, and organizational processes. Includes leadership skills, budget and proposal development, decision making, ethical and organizational considerations, and managing in culturally diverse environments.	Spring 2010	
Approved Elective*	Spring 2010	
Approved Elective*	Summer 2010	
Approved Elective*	Summer 2010	
COMM-735: Public Communication Theory Survey of relevant theories of public communication, including theories of interpersonal communication, persuasion, public relations, public opinion, mass communication and media studies. Also includes theories of research methodologies and their application to public communication practices.	Fall 2010	
COMM-738: Research Methods in Communication This course is an introduction to quantitative and qualitative research methods in communication. Students use research for program management, planning, diagnosing, and evaluating public relations programs. Includes development of theoretical rationales and research questions; measurement; sampling; survey and experimental design, content analysis, focus groups and in-depth interviews, data analysis techniques, interpretation of results, and emerging trends in research.	Fall 2010	
*Choose either COMM-646 or COMM-642 or both *COMM-646: Public Communication Practicum or Approved Elective Applies the principles and skills from other strategic public communication courses to practical case study experiences. As the culminating skills component of the graduate program, students produce a professional portfolio for a client that may include media promotional items, broadcast applications, direct mail and web-based products, as well as newspaper, newsletter, magazine materials, and other communication products.	Spring 2011	
COMM-744: Public Communication Seminar The capstone project for graduate students employs what they have learned about the processes and effects of public communication. Emphasizes how to develop and support a thesis statement. Capstone may take the form of a scholarly, creative or journalistic work, and students are expected to advance an idea, research it, and write or create their final product. Students are advised to gear their work for publication or professional presentation. Course may involve idea development, justification of thesis statement and research plan, and independently supervised projects.	Spring 2011	
Public Communication Comprehensive Exam All students must take and pass the Comprehensive Exam	Spring 2011	

* Students must take four elective courses (12 credits total) at the 500 level or above, which can include one internship course for a maximum of 3 credits.