

M.A. IN COMMUNICATION WITH A CONCENTRATION IN STRATEGIC PUBLIC RELATIONS AND SOCIAL MEDIA (NON-THESIS TRACK)

academic, professional, and/or community settings. (Applicants who have earned an undergraduate degree the previous year must submit scores from the GRE.)

5. Résumé.

Code	Title	Credits
Requirements (30 credits)		
CO-501	Communication Theories for Professional Life	3
CO-502	Research Methods for Professional Life	3
CO-503	Graduate Foundations in Communication	3
CO-504	Principles of Public Relations	3
CO-511	Strategic Digital Communication	3
CO-526	Advanced Public Relations Planning	3
Capstone		
CO-CPE	Communication Comprehensive Exam	0
Electives		
Select 12 Credits in Communication (CO): ¹		12
CO-507	Organizational Communication	
CO-508	Presentational Communication: Design and Delivery	
CO-509	Communication, Culture, and Community	
CO-510	Global Communication and Public Relations	
CO-516	Public Relations and Fundraising for Nonprofits	
CO-520	Communication Ethics	
CO-524	Public Opinion and Media	
CO-527	Crisis and Issues Management	
CO-532	Global Media and New Technologies	
CO-561	Message Construction: Audio, Video and Web	
CO-565	Special Event Planning and Promotion	
CO-595	Graduate Internship in Communication	
Communication 500-Level Independent Study		
Total Credits		30

¹ An elective taken outside of Communication may be substituted.

Admission Requirements

1. Possession of a baccalaureate degree with a 2.75 overall GPA and a 3.0 GPA in the undergraduate major.
2. Two letters of recommendation. Letters from current or former professor recommended. If these are unavailable, letters may be sought from current colleagues, or a current or recent supervisor.
3. Personal essay of not more than 750 words that describes your preparation for study in the program and personal objectives for graduate study.
4. Digital and/or hard copy portfolio of select samples of work, including a writing sample, that demonstrates initiative and achievement in