

Master of Arts in Communication with a Concentration in Strategic Public Relations and Social Media (Thesis/Project Track)

REQUIREMENTS: 30 Credits	Credits
CO-501: Communication Theories for Professional Life	3.0
CO-502: Research Methods for Professional Life	3.0
CO-503: Foundations in Communication	3.0
CO-504: Principles of Public Relations	3.0
CO-511: Strategic Digital Communication	3.0
CO-526: Advanced Public Relations Planning	3.0
Capstone: Choose from THESIS or PROJECT:	6.0
CO-691: Communication Thesis Proposal	
and CO-692: Communication Thesis	
OR	
CO-693: Communication Project Proposal	
and CO-694: Communication Project	
Electives:	
Take 6 Credits in Communication (CO):*	6.0
CO-507: Organizational Communication	
CO-508: Presentational Communication: Design & 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	
CO-599: Independent Study in Communication	
<i>*An elective taken outside of CO may be substituted</i>	
Total Credits for Master of Arts in Communication with Concentration in Strategic Public Relations and Social Media = 30.0	