

PUBLIC RELATIONS MASTER'S PROGRAM

PROFESSIONAL TRACK

2021-2022

Second Summer Session (7 credits):

PRL 601 PR Principles and Practices	1
PRL 604 Theory and Practice of Public Relations	3
VIS 607 Graphic Design Fundamentals	3

Fall Semester (13 credits):

COM 617 Multimedia Storytelling	3
PRL 603 Foundations of Analytics, Social Listening and Information Gathering	1
PRL 605 Public Relations Theory	3
PRL 611 Public Relations Research	3
PRL 614 Converged Media for Public Relations Writing	3

Spring Semester (14 credits):

COM 697 Advertising and Public Relations Law	3
PRL 525 Public Relations Practicum (Syracuse based internship)	2
PRL 615 Public Relations Campaign Planning and Execution	3
PRL 725 Public Relations Management	3
Integrated & Digital Communications Elective	3
Select from analytics, digital strategies and IMC courses in Newhouse and Whitman. Draw from a list of approved courses, esp. PRL 530.	

Summer Sessions (6 credits):

Maymester	
PRL 530 Special Topics in Public Relations	1.5
FIN 600 Special Topics in Finance:	1.5
Principles of Finance for PR	

Summer Session I & II

PRL 635 Public Relations Culminating Experience (Includes Comprehensive Exam)	<u>3</u>
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Total Credits in Program: 40

PUBLIC RELATIONS MASTER'S PROGRAM
THESIS TRACK
2021-2022

Second Summer Session (7 credits):

PRL 601 PR Principles and Practices	1
PRL 604 Theory and Practice of Public Relations	3
VIS 607 Graphic Design Fundamentals	3

Fall Semester (13 credits):

COM 617 Multimedia Storytelling	3
PRL 603 Foundations of Analytics, Social Listening and Information Gathering	1
PRL 605 Public Relations Theory	3
PRL 611 Public Relations Research	3
PRL 614 Converged Media for Public Relations Writing	3

Winter Intersession or Spring (1 credit):

COM 690 Independent Study (Thesis Preparation)	1
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Spring Semester (15 credits):

COM 697 Advertising and Public Relations Law	3
PRL 615 Public Relations Campaign Planning and Execution	3
PRL 725 Public Relations Management	3
Theory course (chosen with advisor)	3
Research Methods course (chosen with advisor)	3

Maymester (1.5 credits):

PRL 530 Special Topics in Public Relations	1.5
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Summer Session I & II (3 credits):

COM 997 Master's Thesis	3
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Total Credits for Program: 40.5