

PUBLIC RELATIONS MASTER'S PROGRAM
PROFESSIONAL TRACK
2022-2023

Second Summer Session (7 credits):

PRL 603 Foundations of Analytics, Social Listening and Information Gathering	1
PRL 604 Theory and Practice of Public Relations	3
VIS 607 Graphic Design Fundamentals	3

Fall Semester (13.5 credits):

COM 617 Multimedia Storytelling	3
COM 697 Advertising and PR Law	3
PRL 611 Public Relations Research	3
PRL 614 Converged Media for Public Relations Writing	3
PRL 619 Social Media & Society for Public Relations	
Or	1.5
PRL 631 Introduction to Financial and Investor Communication	

Spring Semester (12.5 credits):

PRL 530 Special Topics in Public Relations (2, 1 credit courses)	2
PRL 615 Public Relations Campaign Planning and Execution	3
PRL 624 Public Relations Management and Leadership	3
PRL 643 Diversity in Public Relations	3
PRL 620 Digital & Social Media Innovation for Public Relations	
Or	1.5
PRL 632 Writing for Financial and Investor Communication	

First Summer Session (3 credits):

PRL 635 Public Relations Culminating Experience (Focus on area of interest)	<u>3</u>
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Total Credits in Program: 36

**PUBLIC RELATIONS MASTER'S PROGRAM
THESIS TRACK
2022-2023**

Second Summer Session (7 credits):

PRL 603 Foundations of Analytics, Social Listening and Information Gathering	1
PRL 604 Theory and Practice of Public Relations	3
VIS 607 Graphic Design Fundamentals	3

Fall Semester (12 credits):

COM 617 Multimedia Storytelling	3
COM 697 Advertising and PR Law	3
PRL 611 Public Relations Research	3
PRL 614 Converged Media for Public Relations Writing	3

Spring Semester (14 credits):

COM 601 Research Project Design	3
PRL 530 Special Topics in Public Relations (2, 1 credit courses)	2
PRL 615 Public Relations Campaign Planning and Execution	3
PRL 624 Public Relations Management and Leadership	3
PRL 643 Diversity in Public Relations	3

First Summer Session (3 credits):

COM 997 Master's Thesis	3
Total Credits for Program:	36