

**PUBLIC RELATIONS MASTER'S PROGRAM
SPORTS MEDIA & COMMUNICATIONS TRACK
2022-2023**

Second Summer Session (8 credits):

PRL 603 Foundations of Analytics, Social Listening and Information Gathering	1
PRL 604 Theory and Practice of Public Relations	3
SMC 601 Sports Media & Communications Proseminar	1
VIS 607 Graphic Design Fundamentals	3

Fall Semester (14 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
SMC 621 Sports PR & Athlete Advocacy	1
Newhouse Sports Media & Communications Elective	1

Spring Semester (12 credits):

PRL 615 Public Relations Campaign Planning and Execution	3
PRL 624 Public Relations Management and Leadership	3
PRL 643 Diversity in Public Relations	3
SMC 624 The Sports Media Pitch	3

First Summer Session (3 credits):

PRL 635 Public Relations Culminating Experience (Focus on sports)	3
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Total Credits in Program: 37