

# MASTER OF SCIENCE IN PUBLIC RELATIONS – ONLINE/ PROFESSIONAL TRACK

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The Master of Science in Public Relations – online/professional track is geared toward early- to mid-career professionals who are interested in advancing their careers in public relations and/or transitioning into public relations from complementary fields such as business, health, technology, human resources, journalism, marketing and law.

The overriding goal of the program is to develop professionally competent, socially responsible and globally conscious graduates who are familiar with the conceptual and professional foundations of public relations, capable of assessing and applying public relations research, and skilled in contemporary public relations practices and techniques. In keeping with Quinnipiac University's mission, graduates of this online program will be prepared to make contributions as responsible professionals and community leaders in a culturally diverse society.

The online program prepares students for the Accreditation in Public Relations (APR) exam from the Public Relations Society of America. The core courses are aligned with the 10 Knowledge, Skills and Abilities (KSA) areas tested in the APR exam.

Students admitted to the Master of Science in Public Relations – online/ professional track enroll on a part-time basis, generally enrolling in 6 credits a semester. Students must complete a 3-credit Capstone project.

## MS in Public Relations – Online/ Professional Track Program of Study

To earn the master's degree, students must complete 30 credits with a minimum 3.00 GPA and no grades less than a C. Any graduate course with a grade of less than C must be retaken.

Code	Title	Credits
<b>Core requirements</b>		
PRR 504	Law and Ethics in Public Relations	3
PRR 505	Public Relations Writing	3
PRR 506	Public Relations Management	3
PRR 510	Crisis Management	3
PRR 511	Global Strategy	3
PRR 516	Branding Strategies	3
PRR 518	Measurement & Evaluation	3
PRR 519	Strategic Public Relations	3
<b>Public Relations elective requirements</b>		
Select one of the following: 3		
PRR 507	Strategic Planning in Public Relations	
PRR 512	Investor Relations	
PRR 513	Health & Strategic Communications	
PRR 514	Public Relations and New Media	
PRR 515	Special Topics in Public Relations	
PRR 520	Sports Public Relations	

PRR 521	Corporate Public Relations	
PRR 522	Nonprofit Public Relations	
PRR 523	Media Systems and Planning	
PRR 525	Financial Communications and Business	
PRR 547	Entertainment Public Relations	
PRR 549	Media Relations	
PRR 551	Social Media Analytics	
PRR 552	Access/Diversity/Inclusion in Soc Media	
PRR 553	Social Media Content Strategy	
ICM 522	Social Media Practice and Techniques	
ICM 524	Social Media Analytics	
<b>Capstone requirement</b>		
PRR 605	Public Relations Grad Capstone	3
<b>Total Credits</b>		<b>30</b>

## Student Learning Outcomes

Upon completion of the program, students should be able to demonstrate the following competencies:

- Information Fluency and Analysis:** Plan, conduct, analyze and report primary research findings based on a survey, focus group or other appropriate research means, as well as interpret secondary industry research for a client.
- Critical and Creative Thinking:** Propose measurable, attainable objectives for a client based on primary and secondary research findings and produce campaign strategy and tactics designed to help the client achieve its goals.
- Effective Communication:** Demonstrate both written and oral proficiency within a variety of traditional and new industry communication vehicles and message delivery formats.
- Social Intelligence:** Demonstrate an ability to work effectively and responsibly within groups and manage relationships with clients, team members and publics to achieve individual and common goals.
- Quantitative and Qualitative Literacy:** Propose an evaluation of a campaign to measure the campaign's effectiveness.

## Admission

Applications are accepted on a rolling basis. Applications are reviewed once all of the required materials have been received. Admission is competitive based on the following application requirements:

- undergraduate degree from a regionally accredited institution with a GPA of 3.00 or greater
- a resume showing experience either as a student or professional
- two professional or academic recommendations
- online samples of written, visual, media or interactive work
- a 500-word personal statement (see application)