

MASTER OF SCIENCE IN PUBLIC RELATIONS

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The Master of Science in Public Relations program offers students the opportunity to pursue an advanced degree in a highly competitive and growing field. The program is designed for those interested in advancing their careers in public relations and/or transitioning into public relations from complementary fields such as (but not limited to) finance, law, healthcare, technology, human resources, journalism and marketing. The program helps recent graduates with bachelor's degrees in public relations and other disciplines gain a competitive edge as they enter the workforce. Quinnipiac University undergraduate students may apply for the combined, five-year bachelor's/master's dual-degree program (<http://catalog.qu.edu/graduate-studies/communications/combined-public-relations-ba-bs-ms/>).

Graduates of the program are qualified to work as public relations specialists in both the public sector and private sector with expertise and skills applicable to corporate, nonprofit and government institutions. Students study the conceptual and theoretical foundations of public relations, learn how to conduct and analyze public relations research and evaluation, and hone their skills in contemporary public relations practices and techniques. The program stresses professional competence, global consciousness, and professional and social responsibility.

Also available is a Social Media Track for students who want to specialize their degree. Students who choose the Social Media Track take courses that cover social media practices, social and web analytics, and strategic planning. In this track, students learn the fundamental practices that have led to the rise of social media and how to deploy them across multiple platforms and disciplines. Students who complete this track have a firm understanding of the role social media plays in today's communications landscape as well as the tools to deploy new solutions as this media continues to grow and evolve.

MS in Public Relations 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 has to be retaken.

Students have two options to complete the program: fast track or part time. Students on a fast track complete the 30-credit program in one calendar year. They take 15 credits in the fall and spring terms, respectively. Students may also elect to complete the program on a part-time basis taking between 3 and 12 credits in a semester.

| Code | Title | Credits |
|--------------------------|------------------------------------|---------|
| Core requirements | | |
| PRR 501 | Principles and Theories of Public | 3 |
| PRR 502 | Public Relations Research Methods | 3 |
| PRR 504 | Law and Ethics in Public Relations | 3 |
| PRR 505 | Public Relations Writing | 3 |
| PRR 506 | Public Relations Management | 3 |
| PRR 514 | Public Relations and New Media | 3 |
| PRR 605 | Public Relations Grad Capstone | 3 |

Public Relations elective requirements ¹

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| Select two of the following: | | 6 |
| PRR 507 | Strategic Planning in Public Relations | |
| PRR 510 | Crisis Management | |
| PRR 511 | Global Strategy | |
| PRR 512 | Investor Relations | |
| PRR 513 | Health & Strategic Communications | |
| PRR 515 | Special Topics in Public Relations | |
| PRR 516 | Branding Strategies | |
| PRR 518 | Measurement & Evaluation | |
| PRR 519 | Strategic 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 531 | Graduate Internship in Public Relations | |
| PRR 540 | Strategic Communications Abroad | |
| 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 | |
| PRR 606 | Independent Study | |
| Free elective | | |
| Select one public relations elective (from list above) or elective from other School of Communications graduate programs approved by adviser | | 3 |
| Total Credits | | 30 |

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Students pursuing the Social Media track must complete three social media electives such as ICM 513; ICM 522; ICM 524; ICM 529; etc. (Graduate director approval required.)

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 a campaign strategy 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.

4. **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.
5. **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 and based on the following application requirements:

Internal Applicants

Applicants who completed their bachelor's degree program at Quinnipiac University no more than one calendar year prior to the upcoming fall semester are required to submit:

- A completed application
- An official transcript
- A letter of personal intent (approximately 500 words)
- A resume

External Applicants

Applicants who completed their bachelor's degree at an external institution or who completed their bachelor's degree at Quinnipiac University more than one calendar year prior to the upcoming fall semester are required to submit:

- A completed application
- An official transcript
- Two letters of recommendation submitted on your behalf
- A letter of personal intent (approximately 500 words)
- A resume and a portfolio of relevant writing or work samples (i.e., college papers, videos, audio clips or published work of any kind)