PUBLIC RELATIONS AND ADVERTISING (MA)

The MA in Public Relations and Advertising equips students with the expertise and skills necessary to strategically manage an organization's communication with its publics. The Public Relations component stresses counseling and relationship management, while Advertising combines the management and creative aspects of persuasive communication.

Program Requirements	Quarter Hours
Core Requirements	24
Elective Requirements	24
Total hours required	**48**

Learning Outcomes

Students will be able to:

- Identify, explain and apply conceptual and historical foundations of public communication disciplines as they relate to informational, relational, and persuasion theories, concepts and models.
- Construct and analyze audience research by applying measurement, environmental scanning, and evaluation techniques to products, projects, and programs.
- Classify and analyze the elements of ethical decision making to hypothetical and real world settings, as well as articulate the ethical, legal and social responsibilities of public communications professionals.
- Develop and demonstrate strategic plans and planning methods, issues management techniques, and message development practices in a variety of settings and applications.
- Demonstrate facility with writing, speaking and production of media materials to inform, persuade, build relationships, and problem solve.

Degree Requirements

Course Requirements

The Master of Arts in Public Relations and Advertising (PRAD) requires 12 courses (48-credit hours).

Core Courses

Course	Title	Quarter Hours
Six core courses are required		24
PRAD 515	WRITING FOR A COMMUNICATION CAREER	
PRAD 553	ADVERTISING FOUNDATIONS	
PRAD 555	PUBLIC RELATIONS FOUNDATIONS	
PRAD 575	COMMUNICATION ETHICS AND LAW	
PRAD 585	RESEARCH, DATA AND INSIGHTS	
Select one of the following:		
PRAD 596	PERSONAL BRANDING AND CAREER STRATEGIES	
PRAD 599	RESEARCH THESIS [1]	

[1] Students who attain a 3.7 GPA or higher and obtain prior approval from the graduate program director have the option to complete a thesis instead of the portfolio. Approved students completing a thesis need to start the process at least 9-12 months prior to graduation and will enroll in PRAD 599 RESEARCH THESIS as their final course in the quarter they defend their thesis.

Elective Courses

Course	Title	Quarter Hours
Select six of the following: [1]		24
PRAD 511	CONSUMER INSIGHTS	
PRAD 512	ENGAGING LATINX COMMUNITIES	
PRAD 514	CONTEMPORARY ISSUES IN PUBLIC RELATIONS AND ADVERTISING	
PRAD 530	PR/AD AGENCY ROLES & RESPONSIBILITIES	
PRAD 536	ADVERTISING AND HEALTH CAMPAIGNS	
PRAD 540	CRISIS COMMUNICATION MANAGEMENT	
PRAD 550	INTEGRATED COMMUNICATION CAMPAIGNS	
PRAD 551	ADVERTISING AND COPYWRITING	
PRAD 552	DIGITAL ADVERTISING	
PRAD 554	CREATIVE PROCESSES	
PRAD 561	DIGITAL COMMUNICATION IN A GLOBALIZED WORLD	
PRAD 563	MEDIA PLANNING	
PRAD 564	BUSINESS SKILLS FOR STRATEGIC COMMUNICATORS	
PRAD 588	ACCOUNT MANAGEMENT	
PRAD 590	PUBLIC RELATION & ADVERTISING WORKSHOP	
PRAD 594	COMMUNICATION CAMPAIGNS FOR SOCIAL CHANGE	
PRAD 595	SPECIAL TOPICS IN PUBLIC RELATIONS & ADVERTISING	
CMN 591	INTERNSHIP	
CMN 592	INDEPENDENT STUDY	
CMN 593	RESEARCH PRACTICUM	
CMN 598	STUDY ABROAD	

[1] With approval of the graduate program director, students can take up to two relevant elective courses from other College of Communication graduate programs or relevant elective courses from other graduate departments/programs outside of the College of Communication.

Portfolio

Students in the Master of Arts in Public Relations and Advertising program complete their degree requirements by submitting a comprehensive portfolio. Students present their portfolios and network with industry professionals at the annual Portfolio Showcase.

Master's Thesis

Students who attain a 3.7 GPA or higher and obtain prior approval from the graduate program director have the option to complete a thesis instead of the portfolio. Approved students completing a thesis need to start the process at least 9-12 months prior to graduation and will enroll in PRAD 599 as their final course in the quarter they defend their thesis.

Grade Requirements

All students are required to maintain a cumulative GPA of 3.000 in their coursework. If a student's cumulative GPA falls below 3.000, the student will be allowed to complete an additional 16 credits or 3 quarters (whichever comes first) to attain the 3.000 minimum GPA. If the cumulative GPA remains below a 3.000 at the conclusion of this time period, the student may be dismissed from the program. The student's cumulative and term GPAs along with overall academic performance will be factored into the dismissal decision.

Optional Latino Media and Communication Concentration

The graduate concentration in Latino Media & Communication is comprised of at least three graduate courses drawn from the areas of advertising, journalism, media and cinema studies, multicultural communication, organizational communication and public relations. Graduate students in any of the College of Communication Master of Arts programs can elect to complete the Latino Media & Communication concentration. Students may need to use outside electives to complete this concentration.

Students who complete the concentration will:

- Develop an understanding of the heterogeneous and rapidly changing Latino communities locally, nationally and globally
- Ground their knowledge of intercultural studies within a more extensive and concrete knowledge of a particular (even though diverse), rapidly growing, and increasingly important population within the U.S.
- Increase their cross-cultural competence (understanding and ability to dialogue across difference, develop cultural sensitivity and awareness) with Latino communities
- Enhance their capacity to communicate with and learn from Latino populations in the workplace, in community situations and other sites of engagement
- Recognize the impact of the movement of Latinos across the globe and develop the skills to critically consume and produce media, public relations and advertisement representations that communicate to and about Latino communities
- Develop field-specific knowledge of Latino media and communication along with an understanding of how Latino studies shapes other fields of communication

Courses

Students are required to take three courses (12 credits) from the following list:

Course	Title	Quarter Hours
HCMN 509	SPECIAL TOPICS IN MULTICULTURAL COMMUNICATION	
HCMN 542	MULTICULTURAL COMMUNICATION IN THE WORKPLACE	
JOUR 515	SPECIAL TOPICS IN JOURNALISM [1]	
MPOP 521	TOPICS IN CINEMA STUDIES	
MPOP 533	LATIN AMERICAN CINEMA/MEDIA	
PRAD 511	CONSUMER INSIGHTS	
PRAD 512	ENGAGING LATINX COMMUNITIES	
PRAD 514	CONTEMPORARY ISSUES IN PUBLIC RELATIONS AND ADVERTISING [1]	
PRAD 595	SPECIAL TOPICS IN PUBLIC RELATIONS & ADVERTISING [1]	
CMN 591	INTERNSHIP [1]	
CMN 598	STUDY ABROAD [1]	

[1] Topic must be related to Latino Media and Communication.