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 finance, 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. Students must complete a 3-credit Capstone project.

Also available is a social media track for students who want to delve deeper into social media. 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 – Online/Professional Track Program of Study

To earn the master’s degree, students must complete 36 credits with a minimum 3.0 GPA and no grades less than a C. Any course with a grade of less than C must be retaken.

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>STC 504</td>
<td>Law and Ethics in Public Relations</td>
<td>3</td>
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<tr>
<td>STC 505</td>
<td>Public Relations Writing</td>
<td>3</td>
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<tr>
<td>STC 506</td>
<td>Public Relations Management</td>
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<td>STC 510</td>
<td>Crisis Management</td>
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<td>STC 511</td>
<td>Global Strategy</td>
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<td>STC 516</td>
<td>Branding Strategies</td>
<td>3</td>
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<td>STC 518</td>
<td>Measurement and Evaluation</td>
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Public Relations elective requirements

Select three of the following:

- STC 507 Strategic Planning in Public Relations
- STC 512 Investor Relations
- STC 513 Health and Strategic Communications
- STC 514 Social and Mobile Media
- STC 515 Special Topics in Public Relations
- ICM 522 Social Media Practice and Techniques
- ICM 524 Social Media Analytics

Capstone requirement

- STC 605 Public Relations Graduate Capstone

Total Credits: 36

1. Students pursuing the Social Media Track must complete the following courses as electives: STC 507, STC 514, ICM 524.

Student Learning Outcomes

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

1. 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.
2. 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.
3. 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. Admission is based on the following:

- an undergraduate degree from a regionally accredited institution with a GPA of 3.0 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)