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, health care, 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/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 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 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 has to be retaken.

Students have three options to complete the program: fast track, full time or part time. Students on a fast track complete the 36-credit program in one calendar year. They take 15 credits in the fall and spring terms, respectively, and complete a 6-credit research thesis or professional project during the summer or subsequent terms. Full-time students take 9 credits every fall and spring semester and complete the program in two years. Students may also elect to complete the program on a part-time basis.

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>STC 501</td>
<td>Principles and Theories of Public Relations</td>
<td>3</td>
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<tr>
<td>STC 502</td>
<td>Public Relations Research Methods</td>
<td>3</td>
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<tr>
<td>STC 503</td>
<td>Public Relations Research Design</td>
<td>3</td>
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<tr>
<td>STC 504</td>
<td>Law and Ethics in Public Relations</td>
<td>3</td>
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Core requirements

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<tr>
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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>
<td>3</td>
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<tr>
<td>STC 507</td>
<td>Strategic Planning in Public Relations</td>
<td>3</td>
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Public Relations elective requirements

Select two of the following:

- STC 510 | Crisis Management                                | 3       |
- STC 511 | Global Strategy                                   | 3       |
- STC 512 | Investor Relations                                | 3       |
- STC 513 | Health and Strategic Communications               | 3       |
- STC 514 | Social and Mobile Media                           | 3       |
- STC 515 | Special Topics in Public Relations                | 3       |
- STC 531 | Graduate Internship in Public Relations           | 3       |
- STC 606 | Independent Study                                 | 3       |

Free elective

Select one public relations elective (from list above) or elective from other School of Communications graduate programs approved by adviser

Capstone requirement

STC 601 | Public Relations Professional Project             | 6       |

or STC 602 | Public Relations Research Thesis                  | 6       |

Total Credits | 36

1 Students pursuing the Social Media Track must complete the following electives: STC 514 and two ICM electives focused on social media (Graduate Director approval required).

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

New students are admitted only in the fall term. Applications are accepted on a rolling basis. Admission is competitive and based on the following application requirements:
- application form and fee
- resume
- personal statement explaining decision to pursue graduate study in public relations
- two letters of reference (preferably from individuals familiar with the applicant’s academic potential)
- official undergraduate and graduate transcripts from all institutions attended
- writing or other media samples that demonstrate the applicant’s ability to communicate effectively with diverse audiences
- minimum 3.0 undergraduate GPA