

Master of Arts with specialization in Public Relations

Credits: 33

Specific Program Admission Requirement

Successfully completed a bachelor's degree with a minimum GPA of 3.00.

Program Description

The Master of Arts with specialization in Public Relations prepares students in comprehensive public relations, able to build and maintain relationships between organizations and their audiences, with the knowledge about the new digital platforms existing in the field of communications. It offers students the knowledge of new trends in the field of public relations, focused on a globalized and changing world. Curriculum design focuses on theory and practice.

Program Outcomes

1. Contribute knowledge and expertise to the Public Relations professions, demonstration a high level of knowledge in theories, concepts, history, and role of professionals and institutions in the profession as well as mastery of the principles and laws of freedom of expression and the press.
2. Demonstrate comprehensive and profound knowledge on the main concepts of gender, race, ethnic origin, sexual orientation, and other forms of diversity of people and cultures, and the impact of public relations and advertising in an increasingly diverse society and global.
3. Apply critical thinking in a creative, independent, and ethical way on the search of truth accuracy, fairness, and diversity, using professional, ethical principles, investigating, and evaluating information, and using appropriate public relations and communication methods to manage various ramification in crisis communication.
4. Communicate highly effectively, correctly, and clearly, in oral and writing, in forms and styles appropriate to public relations and advertising, the institutions, audiences, and purposes they serve, ensuring a positive impact of the organization in the local and global market.
5. Demonstrate critical skills in evaluating their own work and that of others, ensuring accuracy, fairness, clarity, appropriate style, and grammatical correctness for proper delivery to the targeted audience.
6. Apply creativity and appropriate skills in strategic communication, and knowledge in concepts, theories, resources, tools, and a variety of technologies in using and presenting images, sounds and information within communication, public relations, advertising, and digital field to define, develop and promote the organization.
7. Evaluate information by using appropriate communication methods, and the use of research, basic numerical and statistical concepts, in the communication fields and related professions.

Program sequence will be available at the time of enrollment.

The language of instruction and program delivery modality are subject to availability.



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Core/ Professional Courses			
Course	Title	Credits	Prerequisites
COMM 510	Contemporary Theories of Communication	3	
COMM 515	Research Methods in Communication	3	COMM 510
COMM 517	Communications and New Media	3	
COMM 511	Development and Management of Media Enterprise	3	
COMM 520	Advanced Writing for the Media	3	COMM 511
TOTAL		15	
Specialization Courses			
Course	Title	Credits	Prerequisites
COMM 530	Identity and Corporate Image	3	COMM 510, COMM 511
COMM 535	Crisis Communication	3	COMM 510, COMM 517, COMM 520
COMM 537	Strategic Communication in Public Relations	3	COMM 510, COMM 520, COMM 517
COMM 538	Strategic Management of Public Relations and Digital Convergence	3	COMM 535, COMM 537
COMM 550	Project	3	All Major Courses
TOTAL		15	
Electives (Select one course- 3 credits)			
Course	Title	Credits	Prerequisites
COMM 543	Journalism and Public Affairs	3	
COMM 531	Strategies for Public Relations	3	
COMM 512	Legal and Ethics Aspects of Communications	3	
TOTAL		3	
TOTAL CREDITS		33	

Notes:

1. This program may be offered in English, Bilingual mode (English-Spanish), or Spanish according to the demand. COMPLETING A COURSE OR PROGRAM IN A LANGUAGE OTHER THAN ENGLISH MAY REDUCE EMPLOYABILITY WHERE ENGLISH IS REQUIRED.
2. Graduation GPA: 3.00