

# Master of Arts in Communication and Public Relations

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## Barna Donovan, Ph.D. - *Director, Master of Arts in Communication and Public Relations Program*

A Masters degree in Communication and Public Relations is intended to equip students with the knowledge and skills required of successful public relations managers, specialists, and those in corporate communication to allow for career advancement and personal development.

## Program Availability

The program will be offered online with a hybrid of synchronous and asynchronous courses designed for both full-time and part-time study, and designed for maximum flexibility.

## Degree Requirements

The degree requires 33 semester hour credits. A two-part capstone course is required and will be taken the final 2 trimesters of coursework. The major component of the capstone is the completion of a research paper suitable for publication in a professional journal.

## Advisement

Saint Peter's University assigns an academic advisor to every candidate.

## Time Limitation

Students are expected to enroll continuously until their programs are completed. Students are required to maintain satisfactory academic progress by maintaining the required grade point average and accumulating sufficient credits within the stipulated time frame of five years.

## Curriculum - Masters in Communication and Public Relations

The Masters in Communication and Public Relations program is divided into two levels, as detailed below. The 33 credit program focuses on the skills and knowledge needed for professionals in the field of Communication and Public Relations. Included in the curriculum are an internship and capstone experiences. The program will be offered on a trimester schedule and is currently designed for full time study, with students taking two classes per trimester or one class per trimester for part time study.

### Level I

CU-500	Introduction to the New Media Society	3
CU-501	Communication Research.	3
CU-504	Public Relations	3
CU-506	Marketing Communication/Branding	3

### Level II

CU-510	Communication Law Ethics and Policy	3
CU-512	Social Networking & New Media	3
CU-646	Crisis Communications	3

### Electives

CU-590	Internship I (or any GB)	3
Capstone		6
CU-526	Capstone Project and Seminar 1 (and II)	

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Total Credits		30
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