

# M.A. in Public and Organizational Relations (33 Credits)

A. CORE COURSES (6 credits)

CMST 505 Public & Organizational Relations in a Digital Age CMST 502 Research & Data in Public & Organizational Relations

### B. ELECTIVE COURSES<sup>1</sup> (select from the following for a total of 24 credits)

Complete 18 semester hours (with Thesis option) or 24 semester hours (with Comprehensive Exam option) from the following:

#### FRAMEWORK COURSES

#### CMST 510 Special Topics in Communication CMST 515 Strategic PR CMST 526 Communication Theories CMST 528 PR for Nonprofit Organizations CMST 534 Readings in Communication CMST 536 Persuasion & Media Campaigns CMST 542 Integrated Communications CMST 545 Crisis Communication CMST 548 New Media Business Models CMST 551 Navigating Organizational Change CMST 552 Corporate Social Responsibility CMST 555 Survey of Public & Org. Relations CMST 556 Leadership & Collaborative Innovation CMST 580 Globalization & Contemporary Comm. CMST 581 Media & Mass Culture

#### APPLIED COURSES

CMST 509 Problems in Communication CMST 520 PR Writing & Media Relations CMST 525 Presentation Skills for Business CMST 530 New Media Applications CMST 533 Advanced Writing for Media Professionals CMST 535 Groupware & Crowdsourcing for Orgs CMST 540 Transmedia Production CMST 540 Transmedia Production CMST 547 Seminar in Org. Communication CMST 549 Visual Facilitation CMST 550 Optimizing Diversity & Conflict CMST 560 Internship Experience (Teaching/Professional) (3 or 6 cr.)\* CMST 582 Techniques of Communication CMST 599 Independent Study (3 cr.) CMST 698 Thesis (6 cr.)

#### C. CAPSTONE COURSE (3 credits)

CMST 586 Case Studies in Public & Organizational Relations (for Comp Exams)

#### THESIS OR NON-THESIS OPTION

Complete 1 of the following options:

#### THESIS OPTION

Complete 3 semester hours. CMST698Master's Thesis 3.0 Submit the completed Thesis original and one copy to the Graduate Office. See Thesis Guidelines for details.

#### COMPREHENSIVE EXAMINATION

In the term that you will sit for exam, register for - which matches your major & advisor. Successfully pass exam. GRADCMP Comprehensive Examination

<sup>1</sup> Students can choose any number of elective courses from either of the two sub-clusters for elective courses: Framework Courses and Applied Courses.

## For further information:

- School of Communication and Media:
  - o **973.655.7471**
  - o http://www.montclair.edu/scm
- Public and Organizational Relations Graduate Program Coordinator (Dr. Yi Luo):
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  - o luoy@mail.montclair.edu
- Montclair State University's Graduate School (Admissions):
  - o **973.655.5147**
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  - http://www.montclair.edu/graduate/prospective/