

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 COURSES¹ (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 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

¹ 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:

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