



## **M.S. in Mass Communication with a concentration in Strategic Public Relations**

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The **fast-track executive master's degree in strategic public relations** program is designed to prepare a new generation of communications professionals who are able to function at the highest levels of management and apply sophisticated strategic thinking to accomplish organizational objectives.

- The selective professional program is 30 credit hours, including approved elective courses in areas such as nonprofit management, environmental policy, global marketing management, risk communication, or brand promotion.
- Courses are taught by School faculty and experienced high-level industry professionals.
- Students take weekend classes on Friday evenings and Saturdays as a cohort during four semesters (summer, fall, spring, summer). Continued full-time public relations employment is encouraged during the program.
- Admission requirements include academic background in public relations (university or accreditation program) and appropriate public relations experience.
- Tuition and fees for 30-hour program are approximately \$29,000 for Virginia residents, and slightly higher for non-residents.
- Classes for the 2009-10 cohort will begin July 2009 and the students will graduate on May 22, 2010.

In addition to the M.S. in Mass Communications general admission requirements, applicants to the strategic public relations program must submit:

- Three recommendations from persons who are qualified to give information concerning applicant's ability for the specific program of study proposed (including both academic and professional references).
- Transcripts of all previous college work. Applicants must have appropriate baccalaureate background in public relations or related area. Applicants who have not completed the minimum baccalaureate course work will be required to take additional undergraduate hours before starting the program. Baccalaureate course work must

include, at minimum, introduction to public relations, public relations writing, public relations research and public relations campaigns. Recognized professional accreditation (e.g. APR, ABC) may be accepted in lieu of baccalaureate public relations coursework.

- A detailed resume showing work experience in public relations. Applicants, preferably, should have at least two years of appropriate professional level experience.
- A letter detailing strategic public relations career goals.
- Acceptable scores on the GRE General Test.

TOEFL (or comparable) scores for international applicants without a degree from an English-language university.

***Degree requirements***

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The concentration in strategic public relations requires a minimum of 30 credit hours beyond the baccalaureate degree. The hours are divided as follows:

<b>Core curriculum</b>	<b>Credits</b>
MASC 671 Strategic PR in a Digital Environment	3
MASC 672 Strategic PR Research and Evaluation	3
MASC 675 Strategic PR Management	3
MASC 676 Public Relations Ethics and Law	3
MGMT 651 Organizational Communication	3
MASC 682 Strategic Media Relations	3
MASC 683 Strategic PR in the Global Environment	3
MASC 694 Strategic PR Campaign Design and Implementation	3
	<b>24</b>
Six credits from approved graduate courses in collateral area	6
	<b>30</b>

***Class scheduling for 2009-10 (the class schedule could change):***

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Friday scheduling is 5:15 p.m.-9 p.m. Saturday classes meet from 9 a.m. until 12:45 p.m. and 1:45 p.m.– 5:30 p.m.

***Summer 2009***

MASC 672 Strategic PR Research & Evaluation  
 July 17-18; July 24-25; July 31-August 1; August 7-8

### ***Fall 2009***

MASC 675 Strategic PR Management

August 21-22; August 28-29; September 11-12; September 18-19 (week break before 676)

MASC 676 Public Relations Ethics and Law

October 2-3; October 9-10; October 16-17; October 23-24

MASC 682 Strategic Media Relations

October 30-31; (no class the weekend of November 6-7); November 13-14; November 20-21; December 4-5

Approved elective course

### ***Spring 2010***

MASC 671 Strategic PR in a Digital Environment

January 22-23; January 29-30; February 5-6; February 12-13

MGMT 651 Organizational Communications

February 19-20; February 26-27; March 5-6; March 12-13

MASC 694 Strategic PR Campaign Design & Implementation

March 26-27; April 9-10; April 16-17; April 23-24

Approved elective course

### ***Summer 2010***

MASC 683 Strategic PR in the Global Environment

Classes TBA approximately May 23-June 7.

### ***International Tour***

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The Strategic Public Relations master's is an internationally oriented program. Each student will fulfill an international requirement. There will be an educational tour for each cohort -- Asian experience, Middle Eastern experience, European experience or Latin American experience.

MASC 683 Strategic PR in the Global Environment (with International Study Abroad program) students are enrolled through OIE Summer Study Abroad. Classes TBA approximately May 23-June 7. Students would travel to both Shanghai and Beijing. In lieu of the educational tour, students may propose an alternative international experience such as an international practicum or study abroad program. International public relations professionals are especially welcomed in the program.

**For additional information, please contact:  
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