

M.A. IN COMMUNICATION WITH A CONCENTRATION IN STRATEGIC PUBLIC RELATIONS AND SOCIAL MEDIA - NON-THESIS TRACK (CO.SPR.NTT.MA)

4. Digital and/or hard copy portfolio of select samples of work, including a writing sample, that demonstrates initiative and achievement in academic, professional, and/or community settings.
5. Résumé.

Code	Title	Credits
Requirements (30 credits)		
CO-501	Communication Theories for Professional Life	3
CO-502	Research Methods for Professional Life	3
CO-503	Graduate Foundations in Communication	3
CO-504	Principles of Public Relations	3
CO-511	Integrated Digital Marketing and Public Relations	3
CO-526	Advanced PR Strategy for Digital Age	3
Electives		
Select 12 Credits in Communication (CO): ¹		12
CO-592	Interactive Storytelling with Data	
CO-507	Organizational Communication	
CO-508	Presentational Communication: Design and Delivery	
CO-509	Communication, Culture, and Community	
CO-510	Global Communication and Public Relations	
CO-516	Public Relations and Fundraising for Nonprofits	
CO-520	Communication Ethics	
CO-527	Crisis Communication	
CO-561	Message Construction: Audio, Video and Web	
CO-565	Special Event Planning and Promotion	
CO-595	Graduate Internship in Communication	
	Communication 500-Level Independent Study	
Total Credits		30

¹ An elective taken outside of Communication may be substituted.

Admission Requirements

1. Possession of a baccalaureate degree with a minimum overall 3.0 GPA.
2. Two letters of recommendation. Letters from current or former professor recommended. If these are unavailable, letters may be sought from current colleagues, or a current or recent supervisor.
3. Personal essay of not more than 750 words that describes your preparation for study in the program and personal objectives for graduate study.