

Public Relations (MA)

This program is offered by the School of Communications. It is available online and at the Fort Belvoir campus, but it is not available at the St. Louis home campus.

Program Description

The master of arts (MA) in public relations is intended for students who have an interest in public relations.

The degree balances the practical application of public relations skills with the theory that informs the field. The program will give students insights into how entrepreneurship, ethical frameworks and globalization provide key components shaping the current practice of public relations. The program is designed to give students the insights necessary to pursue a career in public relations or a related field.

Students may begin the online program in the Fall 1 or Spring 1 terms.

Learning Outcomes

Successful graduates of this program will be able to:

- Design and perform public relations research and understand research findings in order to solve an organization's communications problems.
- Demonstrate strategic-level analysis and critical thinking with an understanding of the effects of globalization and while following ethical models.
- Review trends and anticipate implications for future communications needs and challenges.
- Develop an understanding of how entrepreneurship, team-building and leadership affect the practice of public relations.

Program Curriculum

The 36 credit hours required for the MA in public relations must include the following courses:

Core Courses (27 credit hours)

- MEDC 5000 Media Communications (*Requisite Course*) (3 hours)
- MEDC 5310 Media and Culture (3 hours)
- PBRL 5322 Public Relations (3 hours)
- PBRL 5342 Writing for Public Relations (3 hours)
or PBRL 5344 Speech Writing (3 hours)
- MEDC 5350 Media Organization and Regulations (3 hours)
- MEDC 5360 International Communications (3 hours)
- PBRL 5380 Strategic Communication Applications (3 hours)
- MEDC 5460 Media Research (3 hours)
- MEDC 6000 Seminar in Media Communications (3 hours)

Elective Courses (9 credit hours)

In addition to the nine core courses, MA students can choose three elective courses in School of Communications majors. Courses from program curricula outside the School of Communications may be considered, if appropriate and approved in advanced using a program option request form. Students taking courses that are from outside of the School of Communications should verify prerequisites with the appropriate school or college.

Students may substitute appropriate 4000-level courses for electives in this program with the approval of the student's advisor and the director of Graduate Studies for the School of Communications.

All students entering this program are required to consult with a School of Communications academic advisor to create a program plan to chart progress through the curriculum of the degree program.

The required courses and electives may be taken as directed studies, subject to the conditions stated in Directed Studies under the Academic Policies section of this catalog and approved by the director of Graduate Studies and the dean of the School of Communications.

Admission

See the Admission section of this catalog for general admission requirements. Students interested in applying must submit their application online at www.webster.edu/apply. Transcripts should be sent from your institution electronically to transcripts@webster.edu. If this service is not available, send transcripts to:

Office of Admission
Webster University
470 E. Lockwood Ave.
St. Louis, MO 63119

Advancement to Candidacy

Students are admitted to their graduate program upon completion of all admission requirements. Students are advanced to candidacy status after successfully completing 12 credit hours with a cumulative GPA of 3.0 or higher. In specialized programs, courses required as prerequisites to the program do not count toward the 12 credit hours required for advancement.