

Professional Studies PR & Corporate Communication (MPPR)

MPPR 5000 PR Ethics: Integrity and Care 3 Credits

Public Relations Ethics: Theory, Integrity, and Care for the Whole Person.

In keeping with Georgetown University's Jesuit values and commitment to justice and the common good, Public Relations Ethics is a core course in the Master's in Public Relations and Corporate Communications. The MPS program aims to educate and care for the whole person and believes that this process starts with the study of ethics.

Valued public relations professionals are key advisors to their clients, serving as essential partners in creating strategic approaches to long-term success. The ability to anticipate challenges, deliberate between competing concerns, and present a persuasive case for recommended actions will mark a true leader. Public Relations Ethics explores what it means to practice public relations in a way that serves the public and clients, enhances the profession, and demonstrates personal integrity.

This course is required for all MPS students and must be completed by the second semester in the program. Note: Core requirement for the MPS degree. Students must receive a grade of a "B" or better to pass the course.

Level: Graduate, Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment limited to students in the MPS-PRSP-O or NDGD-PRSP-O programs.

MPPR 5001 Public Relations Writing 3 Credits

Despite Internet-driven mass communications' impact on public relations strategies, a core strength of any successful communications professional is a solid understanding of what is newsworthy, coupled with strong writing skills. This course is designed to help students develop professional writing skills expected of PR practitioners, and covers many forms of public relations writing including press releases, statements, public service announcements, media correspondence, media advisories, newsletter articles, fact sheets, and talking points. Good writing takes practice, hard work, discipline, focus and persistence. Through in-class assignments and homework, students will learn to organize and plan their writing both with and without deadline pressure. Successful students will be able to continue in their PR career or pursue a job in public relations with the assurance that they have had professional exposure to a breadth of writing that will serve them well in their professional lives.

Level: Graduate, Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment limited to students in the MPS-PRSP or NDGD-PRSP programs.

MPPR 5002 Research Methods for PR 3 Credits

The best ideas are only as good as the research behind them. This statement is top-of-mind for every PR practitioner, and is the key to success for every communications plan. Through this course, students will get in-depth training in executing secondary and primary research and will learn how to obtain actionable insights that can be used to support/guide/inform decision-making within the organization. Beginning with the foundations of audience targeting, as well as hypothesis and research question development, students will learn how to set the stage for meaningful inquiry. Then, students will learn about the different types of primary research and work to uncover key insights that help develop client recommendations. The course will conclude through simulations of real-world research activities, like mock focus groups, Qualtrics surveys, and interviews, as well exploring case studies from today's headlines. By the end of the semester, students will not only be prepared to conduct communications research, but create data-driven solutions that solve today's most pressing communication problems.

Level: Graduate, Undergraduate

Grading: Main Campus (UGrad, Grad)

Mutual exclusion: MPPR 870

MPPR 5003 Elements of Comm Planning 3 Credits

Mastering communications planning is a building block for success in MPS PR/CC and in your career. Students learn the Georgetown way of step-by-step communications planning. The course focuses on each of the elements in-depth and provides opportunities for practice and ultimately mastery. Each element of the model builds on the next starting with the research to create a situational analysis to learning the difference between a goal and objective and strategies and tactics. Students learn how to identify key publics and to create targeted messaging. Evaluation and creating a budget and timeline are also examined. At the end of the course, students understand the planning model and know how to apply it a range of communications challenges. Students are prepared for their capstone experience and other coursework.

Level: Graduate, Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

MPPR 5008 Photo Video Story Telling 3 Credits

This course is designed to give the student the ability to communicate in the Video Age--whether on television or the web. We call it storytelling to emphasize the communication of ideas, rather than simply the technical knowledge of shooting and editing video. Students will begin by learning how shots work together, how to write compelling scripts, and how to use audio for the best effect. Then students will work with professional camera equipment to develop shooting, lighting, and audio skills. The class will also have hands-on instruction in editing techniques using Final Cut Pro. By the end of the course, students should be comfortable in the video storytelling process--from the flash of an idea to the finished product on the screen, in the field, and in the studio.

Level: Graduate, Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

MPPR 5023 Brand Concept 3 Credits

Level: Graduate, Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

MPPR 5041 Design Thinking 3 Credits

Design thinking is a creative way to problem solve. Through a series of design challenges, this course prepares students to lead teams in envisioning new ideas by using both creative and strategic skills and developing innovative solutions to real-world design issues.

Level: Graduate, Undergraduate

Prerequisites: (MPPR 502 or MPPR 5002) and (MPPR 505 or MPPR 5003)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment limited to students in the MPS-PRSP program.

MPPR 5925 MPS PR/CC Internship I 1 Credit

This one-credit course is designed to give credit for students doing an internship with an organization that requires them to receive credit. The internships should be substantive and have the goal of providing relevant industry experience, portfolio items or other professional work for students to use when looking for jobs.

This course is also meant as a way to help support students who are doing internships. Students are expected to check in every week with the instructor about their experience so that the instructor can give guidance for the internship and for working within a professional organization.

Students must ask for permission to take this course.

Level: Graduate, Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

MPPR 6000 Corporate Communications 3 Credits

Corporate communications is a subset of public relations that focuses on helping organizations develop compelling narratives that deepen stakeholder awareness and loyalty. Through corporate communications activities, internal and external audiences learn about what makes products and services unique through creative storytelling, reputation management, and relationship building. Designed to provide aspiring and seasoned communications professionals with skills to succeed in this field, this course will cover key areas of a practitioner's day-to-day workflow. This includes practice in coordinating activities across departments, crafting persuasive communications that get key publics to act, and perpetuating positive sentiment. Further, through case studies, communication planning, projects, and presentations, students will demonstrate their acumen with crafting an organization's voice and image, and supporting recommendations with data and insights.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment limited to students in the MPS-PRSP or NDGD-PRSP programs.

Enrollment is limited to Graduate level students.

MPPR 6001 PR: Past to Present 3 Credits

Understanding where an industry came from is a key component of propelling in forward. This course will focus on understanding the people, stories, and theories that made public relations the powerhouse industry it is today. From the origins of the first press statement to philosophical concepts to historical influences to strategic communication theory to taking a critical look at current events, students will complete this course with a new-found appreciation and understanding for the communication industry through the critical context surrounding today's most pressing issues. Students taking this course can expect weekly readings, debates, peer-to-peer learning, film and documentary analysis, lectures, guest speakers, in-depth conversations connecting theory and practice. This course is highly participatory and discussion-based with a focus on improving critical thinking, problem solving, thought articulation, and writing skills.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

MPPR 6002 Podcasting Audio Storytelling 3 Credits

In this course, students will learn the principles of how to report and produce non-fiction audio stories that may be featured in a Georgetown SCS podcast about Washington, D.C. The course includes fundamentals of how to record and conduct effective interviews, record scenes on location, how to edit audio, write for the ear, and use a digital audio editor to assemble audio stories for the podcast series.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPPR 6003 Grassroots Communications 3 Credits

The average consumer is bombarded with thousands of messages every single day. Grassroots and word-of-mouth communications can cut through the clutter, make your message stick, and persuade people to take action. Grassroots is the oldest form of communications and among the most effective. But many marketing and communications professionals overlook these important, yet inexpensive, strategies. In this course we'll discuss the history of grassroots communications, the theories behind it all, and develop "how-to" tactics that can help any business, non-profit or political organizer succeed in the 21st century.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a program in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

MPPR 6004 Social Media 3 Credits

Social media is the interaction between individuals to create, share, and exchange information. Platforms are ever-changing, always exciting, and forever in need of strategic practitioners to manage the conversation. Through this course, students will develop the skills necessary to communicate and engage with key publics on social media. The course will begin by exploring the differences between legacy and emerging (new and trendy) social media, and how to determine which to use to best achieve client goals and objectives. Students will then apply their new-found platform fluency to practice developing engaging content, write resonating copy, and monitor for impact. In addition, the course will focus on community management practices, social listening techniques, and social media campaign measurement, helping students prepare for real-time strategy and activation. By the end of the experience, students will have hands-on experience developing social media campaigns and be prepared to integrate effectively into communications planning.

Level: Graduate

Prerequisites: (MPPR 505 or MPPR 5003)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPPR 6005 Diversity, Equity, Inclusion 3 Credits

Building mutually beneficial relationships is at the heart of communications. The challenge, however, is that cultural complexities and societal biases sometimes prevent success, even among the most seasoned communicators. Further, the lack of discussion around key issues at work – like finding and keeping diverse talent, the power/privilege dynamic, and racial tension and miseducation - can be the downfall of all global teams (and their clients).

Through this course, students will explore (and breakdown) systemic issues in the workplace that breakdown effective communication. Further, by working within a “call-in” classroom culture, students will gain a deeper understanding of language, concepts, and content that can affect organizational morale, as well as dialogue with clients. Students taking this course should expect getting comfortable with the uncomfortable, respectful and difficult conversations with classmates, and an agile and flexible mind that is ready to confront the people, places, and things holding our society back, so we can effectively move forward.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPPR 6007 Digital Essentials 3 Credits

This course examines the essential digital skills needed in the field of journalism today. We will study the current media landscape to help students understand how digital skills and sensibilities are integrated with reporting, content creation, information dissemination and audience building efforts at news organizations of all sizes. The course involves a survey of key issues affecting the day-to-day work of modern journalists, as well as an examination of emerging technologies, platforms and ideas. Case studies, readings, media surveillance and guest lectures will help students learn the core skills needed to broaden their career opportunities; to add to their fundamental reporting background; and to think entrepreneurially about how to shape journalism. The final project will consist of a semester-long, team-created digital project that implements the full range of skills covered in the course. Students will:

- learn practical, effective and applicable digital skills
- create and distribute original content
- investigate how individuals build traditional or unique journalism careers
- develop and debate ideas using a collaborative, interactive team approach
- display learning in class discussions, writing assignments and the final project

This course is cross-listed from the MPS Journalism program.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPPR 6010 Multimedia Storytelling 3 Credits

This course will offer a highly intensive multimedia experience where students will learn the art and craft of multimedia storytelling, giving students a practical foundation to expand upon, one that will help them navigate the shifting media landscape. We will examine the current state of multimedia storytelling by reviewing many of the best past and present projects. Most importantly, students will learn the process and tools of multimedia creation through hands-on reporting and editing assignments. Students will pitch and execute stories based in the Washington, D.C., area, and be expected to participate in peer review of their classmates' work. They will learn how multimedia stories are reformatted and edited to reach broad audiences on content-sharing platforms, studying examples of multimedia projects that have engaged digital audiences in innovative ways. This course is cross-listed from the MPS Journalism program.

Level: Graduate

Prerequisites: (MPPR 508 or MPPR 5001) and (MPPR 509 MPPR 5008)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPPR 6020 Marketing for Entrepreneurs 3 Credits

Increasingly, entrepreneurship is a growth engine for the global economy – marketing is a crucial element that defines the success or failure of a fledgling business. This highly interactive class will explore business structures including how to define, identify and quantify opportunities and target markets. It will also cover key branding and marketing strategies necessary to launch, grow and maintain a small business. Bring your business ideas and be ready to learn how to market those visions into reality.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPPR 6051 Political Campaign Comm 3 Credits

The 2008 election cycle is shaping up to be the groundbreaking event that will consume an increasing amount of airwaves, print, and bytes as we move closer to "Decision Tuesday." This course provides an unprecedented opportunity to examine the role of communications in the campaign environment.

Together, we will examine the process by which candidates and political parties make strategic use of communications to win votes, blunt opponents, and ultimately turn the electoral tides to gain power for their party. The course will offer an in-depth look at all aspects of political campaigns, from the use of language and imagery to persuade and influence audiences to the operational aspects of fundraising and events planning. Our schedule will permit near real-time analysis of political advertising, mainstream media coverage, and the complex "Xs and Os" strategies in play behind the scenes. Guest speakers will include top strategists from both parties, along with experts who are using advertising, media relations, and digital communications to fundamentally change traditional campaign models.

Level: Graduate

Prerequisites: (MPPR 505 or MPPR 5003)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPPR 6052 Media Relations 3 Credits

Effective media and influencer relations are key to relationship building in today's communications landscape. By intimately understanding the news cycle - and the stakeholders within it - a practitioner has the opportunity to educate the public and elevate their client's mission and message. In this course, students will become familiar with multimedia sources and evaluate their impact on public opinion. Further, students will acquire a sophisticated understanding of how information becomes news and break through the clutter to get their clients noticed. Additionally, students will develop techniques that yield success in writing and pitching, including research on beats/segments, headline/subject line writing, newsjacking, social media engagement, and best practices for follow up.

Learning Outcomes Across Both Courses:

- Analyze the current media landscape for headlines, sentiments, and opportunities to engage.
- Demonstrate how to maximize positive coverage or change public opinion.
- Apply principles of relationship building to engage with journalists, producers, and influencers.
- Develop pitches for multimedia outlets that have the potential to create news.
- Create a media relations portfolio of writing samples for resume building and career opportunities.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a program in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment limited to students in the MPS-PRSP or NDGD-PRSP programs.

Enrollment is limited to Graduate level students.

MPPR 6053 Digital Comm Strategy 3 Credits

This course will teach students to provide a clear understanding of effective Digital Communications Strategies in today's business environment. Students will increase their understanding of how digital communications relate to more traditional marketing and PR tactics, and how to combine them for the best integrated approach. We will review today's digital tools, trends, and tactics; weighing the difference between cool/hip and realistic/effective mediums. Students will leave the course with an increased knowledge and hands-on familiarity of the practical applications of digital communications, and how these lead to success.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment limited to students in the MPS-PRSP or NDGD-PRSP programs.

Enrollment is limited to Graduate level students.

MPPR 6054 Digital Crisis Management 3 Credits

Responding to scrutiny during a crisis is nothing new. Social media, however, amplifies the coverage and consequently the risk to reputation. Considering the magnitude, variety and lifecycle of these risks, traditional crisis responses that are limited to media relations responses no longer suffice. Today, communicators that are best-equipped for such crises are those who can develop and apply a multi-faceted and multi-channel strategy that not only protects their brand, but enhances it. This class equips students with the knowledge on how to use various tools, techniques and technology to successfully anticipate and navigate online firestorms and prepare themselves and their employers for the potential outcomes.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment limited to students in the MPS-PRSP or NDGD-PRSP programs.

Enrollment is limited to Graduate level students.

MPPR 6055 Strategic Event Management 3 Credits

Events are one of the most involving ways to deliver brand messages to hard to reach audiences. This course explores how organizations use events—from company created promotions, to participation in trade shows, sponsorship opportunities and cause marketing—to achieve business goals. Through case studies and guest speakers, students learn how to use events as a strategic platform to create publicity and build brands.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPPR 6056 Storytelling for Change 3 Credits

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPPR 6057 Public Affairs 3 Credits

Public affairs. Political campaigns. Issue campaigns. What do they mean and why should I understand them? Why is public affairs becoming a multi-billion dollar business?

Public affairs issue campaigns are designed to influence legislation, regulation, and policy at the national, state, and local levels. Borrowing tactics honed in political elections, these issue campaigns are reshaping policy in America and attitudes across the country.

Upon completion of this course, you will know how to plan and manage successful public policy campaigns, frame debates, develop messages, and implement strategies.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a program in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Public Relations, Public Relations, Public Relations or Public Relations.

Enrollment limited to students in the MPS-PRSP or NDGD-PRSP programs.

Enrollment is limited to Graduate level students.

MPPR 6058 Healthcare Communications 3 Credits

Level: Graduate

Prerequisites: (MPPR 500 or MPPR 5000) and (MPPR 508 or MPPR 5001)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a program in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPPR 6059 Crisis Communications 3 Credits

"It takes 20 years to build a reputation and five minutes to ruin it."
Warren Buffett

In today's world of increased access to information, social media, and global news, responding to a crisis or threat to an organization's reputation has become more critical and immediate than ever before. Effective crisis communications can prevent or minimize the damage to an organization's reputation as a result of a crisis. The stakes are high and a strong crisis communicator needs to be prepared, nimble, and responsive.

This course is focused on the practical understanding and techniques of crisis communications learned and utilized over years of front-line experience. This class will equip students with the knowledge and practical skills necessary to prepare for and respond to incidents, issues, and crises that can threaten an organization's valuable reputation. Comments: This change is specific to the online section -101 of Crisis Communications.

Level: Graduate

Prerequisites: (MPPR 505 or MPPR 5003)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a program in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment limited to students in the MPS-PRSP-O or NDGD-PRSP-O programs.

Enrollment is limited to Graduate level students.

MPPR 6060 Govt Relations Lobbying 3 Credits

Government relations is a specialized branch of public relations that assists organizations in communicating with directorate publics. It includes learning how to influence the actions, policies, and decisions of individuals. By building a relationship between organizations and governmental bodies, progress is made toward lobbying efforts, advocacy initiatives, and regulatory issues that impact hearts, minds, and bottom lines. Through this course, students will train to become leaders in government communications and gain acumen in how to help organizations push their agendas forward. From learning laws and techniques for advocacy, to changing and/or maintaining policy, to using advanced-level persuasion techniques, to influencing actions or decisions of officials, this course will cover the necessary ground to prepare students for a successful career at a state, national, or global scale.

Level: Graduate

Prerequisites: MPPR 505

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPPR 6070 Internal Communications 3 Credits

Internal Communications is the essential partner that creates meaningful connections between organizations and their employees amidst a demanding business climate. Internal Communications educates and engages employees so they can understand organizational values to see their unique role in delivering business results.

This class focuses on the influential role communication advisors play to address the issues, challenges and opportunities facing internal stakeholders. Students will focus on research, consulting, and best practices to develop internal communication strategies that impact employees with the right message, channel and device. Culture and branding will also be examined in relationship to internal social media, message development, measurement, communicating in real time, and fostering significant two-way communications while balancing the impersonal nature of technology.

Level: Graduate

Prerequisites: (MPPR 505 or MPPR 5003)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

MPPR 6071 Change Management Comms 3 Credits

Communications, as a management discipline, must not only be swift to react, but be forward thinking to anticipate and help solve future problems. Change Management Communications is increasingly where practitioners can demonstrate greatest value, as businesses, and their employees, navigate uncharted waters at a furious pace. This hands-on class will help prepare practitioners to identify and act on the communications implications of change. Using a mix of case studies, practical workshops, and group discussion, students will sharpen communications skills, from storytelling to consultative listening, by looking at them anew through the change “lens.” The forces driving change are not simply impacting individual companies but upending entire industries, and spawning entirely new ones. Such change compels companies to rethink their business strategy, reposition themselves in the marketplace, and redefine their value proposition to customers. Business leaders need to acquire new communications skills to help employees take actions to reach new goals. In-house communications teams must reimagine themselves to fulfill their new role. The class will address these, and other, aspects of change. Participants will be encouraged to explore communications, business and other readings – the point being that practitioners need to ‘connect the dots’ between information and issues beyond the traditional boundaries of communications be effective change partners.

Level: Graduate

Prerequisites: (MPPR 505 or MPPR 5003)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in E, Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

MPPR 6072 Consulting 3 Credits

This course will introduce students to principles and practices associated with becoming a PR consultant. A PR consultant is an advisor who stakeholders rely on to communicate with key publics, shape their image, promote various business activities, and proactively plan for communication issues that may impact the bottom line. Whether consulting within an agency setting, non-profit organization, or self-employment, PR practitioners require acumen to manage client expectations, build and execute budgets, prepare persuasive materials, and multitask with ease and expertise. In this course, students will learn how to build a consultancy relationship by developing the skills to conduct needs analysis, negotiate rates/ contracts, set realistic financial goals, and solve root-cause problems. Further, students will fine tune their writing and presentation skills by simulating real-world consulting activities that will result in inclusive and effective PR campaigns.

Learning Outcomes: Examine the role of a consultant both within the communications industry and within an agency setting

Build an understanding of the structure and expectations of a client-consultant relationship

Demonstrate skills of the business processes that support a consulting agency, including responding to RFPs, pitching work, budgeting, and billing

Facilitate a simulated client on-boarding process

Assess the needs of a client in order to present a proposed scope of work

Level: Graduate

Prerequisites: (MPPR 505 or MPPR 5003) and (MPPR 502 or MPPR 5002)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment limited to students in the MPS-PRSI or MPS-PRSP-O programs.

Enrollment is limited to Graduate level students.

MPPR 6700 Creative Generative AI 3 Credits

In this course, we face these issues head-on, building an understanding of what is possible with generative AI, and how people can best leverage them in artistic domains. This course provides an overview of generative AI, defining its role and capabilities in creating novel content. The course focuses on the practical applications of generative AI in various creative domains. Students will explore how AI is used to generate visual art, create music, design products, and even write creative literature. The course will showcase a range of case studies and examples where generative AI has been successfully implemented, offering insights into its transformative potential. Students will also engage with the creative process behind generative AI. This involves understanding the human-AI collaboration in creative work, and exploring how artists and designers can guide AI to enhance creativity rather than replace it.

Discussions will include the ethical considerations and implications of AI-generated content, particularly regarding originality, copyright, and authorship. We will also examine issues of bias and the future of work as generative AI reshapes the global market for creative content. Students will be introduced to careers in the intersection of AI and creative fields, hearing from guest speakers on different strategies for participating in and benefiting from the generative AI transformation. They will learn the fundamentals of how these models are trained and how they produce creative outputs. Then, they will build on this knowledge to see firsthand where AI shines, where it reaches its current limitations, and how they can use AI to reach their own creative goals. Upon completion of the course, students will have AI-assisted artifacts of their own design, as well as frameworks and processes that they can apply to new technologies still to come.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a program in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPPR 7002 Data Reporting 3 Credits

This course is intended to introduce students to data journalism through hands-on work and a survey of techniques used in reporting. Students will learn how to acquire, evaluate and analyze data from a variety of sources, with an emphasis on using freely available tools. The goal is to develop a comfort level for working with different kinds of data and for different purposes, which include creating visualizations or maps to aid in the reporting process. This is a skills-based course, so students will need to be comfortable with learning to use computer software beyond word processors. Prior experience is not required or assumed, but a basic comfort level and willingness to experiment are vital.

Level: Graduate

Prerequisites: MPPR 500 or MPPR 5000 and MPPR 508 or MPPR 5001

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a program in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

MPPR 7003 Nat SecurityDiplomatic Report 3 Credits

Rarely have the stakes been higher in covering core issues of national security and diplomacy. At a moment when the American media's credibility is under attack as never before, and the government attempts to stretch its already far-reaching powers toward legal limits, effective, insightful, and transparent reporting is essential. This class will introduce students to the fundamentals of covering matters of national security, including foreign policy, law enforcement, military issues, and reporting from conflict zones overseas. The class will provide students with an overview of agencies and organizations key to national security and diplomatic coverage, guidelines for beat reporting and sourcing, and a look at issues related to press freedom.

Level: Graduate

Prerequisites: MPPR 5000 or MPPR 500

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPPR 7004 Environmental Reporting 3 Credits

As our planet continues to heat up, journalists increasingly will be expected to understand and report authoritatively on the Earth's changing climate. This course will provide students with a foundation for understanding the science behind what's causing global warming and its impact, including stronger storms, heat waves, droughts, wildfires and rising sea levels. Students will learn how to develop sources and produce balanced, contextual reporting on environmental topics like air and water pollution and why low-income communities and people of color are disproportionately affected by these environmental risks. Reporting for this class will require a review of previously published news stories about the topic, extensive interviews with human sources, obtaining and reviewing public or private records, and obtaining and analyzing data. The class meets weekly, but students will be expected to work on assignments independently as time permits throughout the week.

Level: Graduate

Prerequisites: MPPR 500 or MPPR 5000 and MPPR 508 or MPPR 5001

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a program in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

MPPR 7011 Money and Media 3 Credits

Level: Graduate

Prerequisites: (MPPR 505 or MPPR 5003)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPPR 7012 Int Media Partnership Strat 3 Credits

In today's fast-paced, always-changing media world, it's never been harder, or more important, to develop a strong, integrated brand strategy to get the right message to the right person at the right moment. In this class, students will learn how to develop and analyze media mix strategies including earned, owned, and paid marketing channels to effectively reach different audiences. You will learn the principles and practices of how different media channels can be strategically leveraged to achieve business outcomes.

One channel that is gaining popularity again as part of modern-day marketing strategies is Partnerships. They can range from inexpensive to a very costly initiatives and require a strategy in itself. This course will include a deep dive section on what types of partnerships are trending, how partnerships can support meeting business goals, and how to evaluate and negotiate a partnership proposal as part of an integrated plan.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

MPPR 7051 Cause Consulting 3 Credits

Cause Consulting is a signature course in the PRCC program. It offers a cohort of students an applied learning experience by working collaboratively in small consulting teams to refine and implement communications plans for social impact clients, such as nonprofits or socially responsible businesses. It's also an opportunity to explore students' leadership potential to create positive social impact throughout their careers, as they go through a semester-long journey to become consultants. Students who complete the course are recognized with the designation of Cause Consultants, which allows them to participate in exclusive opportunities through the Center for Social Impact Communication (CSIC).

Level: Graduate

Prerequisites: (MPPR 505 or MPPR 5003)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment limited to students in the MPS-PRSP or NDGD-PRSP programs.

Enrollment is limited to Graduate level students.

MPPR 7052 Personal Branding 3 Credits

Thought leadership and personal branding are two essential, yet often ambiguous ingredients in a career strategy. This course will arm students with the resources to evaluate, improve, and employ personal branding strategies for themselves and for key members of their organizational team. The course will discuss personal branding strategies in both digital and event contexts – including social media platforms, presentations, and networking opportunities.

Note: Students must have completed core/foundation courses MPPR 500 Ethics and MPPR 508 PR Writing to register for this course.

Level: Graduate

Prerequisites: (MPPR 500 or MPPR 5000) and (MPPR 508 or MPPR 5001)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a program in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

Enrollment limited to students in the Prof Studies PR Corp Comm department.

MPPR 7053 Speech Writing 3 Credits

Speeches can be powerful tools not only of persuasion but also of inspiration, hence the work of speech writing is often seen as daunting. Yet speech writing is only another form of professional writing: it is subject to organization and is a function of critical thinking. Speech writing can be one of the most fulfilling and enjoyable kinds of writing given the very public employment of the work product, but perhaps the greatest satisfaction comes from the act of mixing subject expertise, critical analysis, arcane knowledge, wordplay, personality, and the ability to impose new structures on familiar ideas. In this course, students will learn the classic elements of speeches and will explore traditional and alternative formats for speeches and oratory. Through lectures, in-class workshops of assignments, and discussion, students will significantly enhance their ability to produce speeches matched to speaker, occasion, and subject.

Level: Graduate

Prerequisites: (MPPR 505 or MPPR 5003)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment limited to students in the MPS-PRSP or NDGD-PRSP programs.

Enrollment is limited to Graduate level students.

MPPR 7054 Proj Mgmt Budgeting for Comm 3 Credits

This course teaches students to manage all phases of a communication project and provides practical information on managing project scope, teams, schedule, resources and contracts. Students learn how to translate a communication project plan into a budget. Concepts, such as the definition of a project, the nature of the project team, and the role and function of the project manager, are presented. Students gain experience with spreadsheets, Gantt charts and S curves, and apply techniques and tools to a project simulation of their own, from initiation to close. Guest lecturers offer insights on real-world management issues and costs (e.g., with respect to professional staff, opinion research and advertising).

Learning Objectives: Upon completion of this course, students should be able to:

1. Understand the Project Life Cycle and the language of project management and budgeting;
2. Define the scope of a project and effectively manage changes in scope;
3. Establish and track schedules;
4. Form, lead and serve on effective communication project teams;
5. Develop accurate, comprehensive budgets;
6. Negotiate and manage contracts;
7. Evaluate and achieve project success; and
8. Apply techniques and tools to a communication project simulation.

Level: Graduate

Prerequisites: (MPPR 505 or MPPR 5003)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

MPPR 7058 Visual Storytelling 3 Credits

The web is a visual medium. The most compelling online content makes use of evocative images, and sometimes an image itself is the story. Knowing how to take and how to edit pictures are key skills in the digital age.

In this class, students will learn to take and edit digital photos as well as when and how to construct photo slideshows for online audiences. In addition to hands-on photo work, students will learn how to properly credit and caption photos, how to navigate copyright and fair use images, and how to publish photos online for maximum effect. Adobe Photoshop and Adobe Bridge will be the main editing tools used in class. In-class critiques, guest speakers, hands-on assignments and activities, and readings/viewings will be the basis for instruction.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

MPPR 7066 Emergency Disaster Comms 3 Credits

During a natural disaster, mass terror, or another catastrophic event, effective communication is key to ensuring stakeholders get the most accurate information quickly and efficiently and to guide crisis response. This said, the heightened reaction times and immediacy to resolve such events can create barriers between activated teams, especially emergency disaster management technicians and communication professionals. Through this course, students will develop the necessary skills to craft, execute, and facilitate messaging during high-stress and high-impact events that affect human life. Students can expect to gain leadership skills that will strengthen and streamline communication between key emergency players, practice role playing emergency scenarios, draft critical documents, and work with the media to ensure both speed and accuracy. This will provide the opportunity for students to understand traditional gaps in the crisis communication management and provide them the techniques to minimize these crisis management inhibiting challenges.

Level: Graduate

Prerequisites: (MPPR 502 or MPPR 5002) and (MPPR 505 or MPPR 5003) and (MPPR 508 or MPPR 5001)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPPR 7100 Dig. Analytics Measurement 3 Credits

Must have completed MPPR 505 (5003) – Elements of Communications Planning and MPPR 502 (5002) - Research Methods for Public Relations

Cross-listed with MPMC-7100-01

Level: Graduate

Prerequisites: (MPPR 505 or MPPR 5003)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment limited to students in the MPS-PRSP-O or NDGD-PRSP-O programs.

Enrollment is limited to Graduate level students.

MPPR 7150 Content Strategy 3 Credits

In response to changing consumer expectations, marketing has become less about paid advertising and more about providing value-added content to attract and retain customers. It is no longer acceptable to speak at customers; rather, they expect to be engaged in conversation around topics that they are interested in. Moreover, the addition of new web-based and social channels has created demand for large amounts of new content. Students in this course will work with clients to develop content tailored to a specific target audience. They will learn how to create a cross-channel content plan and build a portfolio of content samples for web stories, social media, email newsletters, and other channels.

Level: Graduate

Prerequisites: MPPR 500 or MPPR 5000 and MPPR 508 or MPPR 5001 and MPPR 505 or MPPR 5003

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a program in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPPR 7155 Design for Communicators 3 Credits

This course teaches foundational and practical applications of visual communication in the digital environment. Students learn to apply basic typography, color strategies, digital imaging, and design principles to critiquing as well as creating visual content. Students should have basic working knowledge of Adobe InDesign, Photoshop and Illustrator to take this course.

Level: Graduate

Prerequisites: (MPPR 505 or MPPR 5003)

Grading: Main Campus (UGrad, Grad)

Mutual exclusion: MPMC 720, MPDC 5042, MPDC 520, MPJO 7010, MPJO 778, MPMC 5042

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment limited to students in the MPS-PRSP or NDGD-PRSP programs.

Enrollment is limited to Graduate level students.

MPPR 7160 Purpose Brands 3 Credits

This course introduces students to the business fundamentals of brands with "purpose" and their critical role in the future of business and society. Students will develop a conceptual understanding of purpose-driven branding and its role in corporate social responsibility, nonprofit brand strategy, and social and environmental impact communications. They will learn how to develop a purpose brand, manage it within the communications, public relations, employee engagement, advertising, and marketing realm, and integrate it across an organization. In addition, they will learn how to establish processes to communicate and report on a brand's social and environmental impact from a client and management perspective.

Level: Graduate

Prerequisites: (MPPR 508 or MPPR 5001) and (MPPR 502 or MPPR 5002)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment limited to students in the MPS-PRSI or MPS-PRSP-O programs.

Enrollment is limited to Graduate level students.

MPPR 7170 In Search of the Big Idea 3 Credits

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

MPPR 7250 AI and Public Relations 3 Credits

Level: Graduate

Prerequisites: MPPR 5000

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

Enrollment limited to students in the Prof Studies PR Corp Comm department.

MPPR 7275 Entertainment Communications 3 Credits

Entertainers, athletes, artists, and others in the public eye can lend their voice to issues to strengthen engagement and impact. This course will arm students with the resources to identify and develop strategies for connecting people with influence to causes in an authentic way, with purpose, that garners results. The course will discuss best practices, real-world case studies, and real-time partnerships in the media and other through communications channels.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPPR 7285 Public Media Campaigns 3 Credits

Governments and other institutions use persuasive campaigns to inform and influence behavior. In this course, students will learn about historic and current-day campaigns grounded in persuasion, misinformation, disinformation, diplomacy, psychological operations, and public affairs. From discerning AI and "fake news" to identifying trusted resources and the fracturing of media, this course will prepare you to level up your understanding of the power of persuasion and provide value for your employer and the public relations field as it adapts to and drives change.

Level: Graduate

Prerequisites: MPPR 5000 and MPPR 5001 and MPPR 5003

Grading: Main Campus (UGrad, Grad)

MPPR 7350 Business Communications 3 Credits

Successful communication skills have become a critical management tool to thrive and survive in today's increasingly complex and fast-moving business climate. This hands-on, practical course teaches students to analyze, develop, and effectively communicate via all forms of business writing, presenting, visual storytelling, leadership, client management, and negotiating. This course covers the challenges of communicating across global organizations as well as the role that listening and emotional intelligence play in creating effective communication strategies.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a program in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPPR 7356 Design Bootcamp 3 Credits

Level: Graduate, Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPPR 7362 Design Portfolio 3 Credits

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPPR 7364 Visual Persuasion 3 Credits

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPPR 7600 Pitching and Public Speaking 3 Credits

The most important part of any successful communications career is the ability to present your business ideas clearly. Frankly, it doesn't matter how smart or well prepared you are unless you're able to communicate effectively with others. We know that presentations are not exclusively one person, standing alone at a podium. They are often impromptu, in groups, to various audiences and even in written form. Therefore, this course will explore all types of persuasive presentations and help you grow your skillset for many opportunities. Through lectures, class exercises, workshops and (of course) presentations of various lengths, this course will give you the tools to craft effective communications. The overall goal is for you to feel comfortable presenting yourself and your ideas with the right supporting materials.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPPR 7949 PRCC Tutorial 3 Credits

This course offers a personalized learning experience. The student will work closely with a faculty member on a designated course of study.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPPR 7951 MPS PR/CC Internship I 1 Credit

Students may take this 1-credit course alongside an independently-acquired internship to reflect on how their experience relates to program knowledge and skills. Deliverables include regular reflection posts in which students discuss how program curriculum and methodologies inform their approach to internship responsibilities. Students are expected to complete a minimum of 50 hours of work (total) for the internship organization. NOTE: Enrollment requires program permission. This 1-credit course does not satisfy an elective requirement alone; however, students may complete additional internships in future semesters alongside courses Internship II 7952 and Internship III 7953 to cumulatively fulfill an elective requirement.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

MPPR 7952 MPS PR/CC Internship II 1 Credit

Students may take this 1-credit course alongside an independently-acquired internship to reflect on how their experience relates to program knowledge and skills. Deliverables include regular writing assignments in which students discuss how program curriculum and methodologies inform their approach to internship responsibilities. Students are expected to complete a minimum of 50 hours of work (total) for the internship organization. NOTE: Enrollment requires program permission. Students may take this class only after taking Internship I 7951. This 1-credit course does not satisfy an elective requirement alone; however, students may complete (3) internships along with all (3) internship classes (Internship I 7951, Internship II 7952, and Internship III 7953) to cumulatively fulfill an elective requirement.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Equivalent to MPPR 873

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

MPPR 7953 MPS PR/CC Internship III 1 Credit

Students may take this 1-credit course alongside an independently-acquired internship to reflect on how their experience relates to program knowledge and skills. Deliverables include regular writing assignments in which students discuss how program curriculum and methodologies inform their approach to internship responsibilities. Students are expected to complete a minimum of 50 hours of work (total) for the internship organization. NOTE: Enrollment requires program permission. Students may take this class only after taking Internship I 7951 and Internship II 7952. This 1-credit course does not satisfy an elective requirement alone; however, students may complete (3) internships along with all (3) internship classes (Internship I 7951, Internship II 7952, and Internship III 7953) to cumulatively fulfill an elective requirement.

Level: Graduate

Prerequisites: (MPPR 773 or MPPR 7951) and (MPPR 774 or MPPR 7952)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPPR 7990 PR Corp Comm Capstone 3 Credits

Capstone is the final academic opportunity to assess and apply your strategic communications skills and knowledge. The course focuses on the comprehensive skills you have built throughout your time in MPS PR/CC by evaluating your writing, strategic thinking, creativity, and ethical framework in a real-time context. During your final challenge, you will apply your strategic communications skills to an existing communications challenge identified by a company/organization of your choosing. Working individually, you will respond to a communication problem or opportunity for your client. At the close of the semester, you will be expected to write and present a well-researched, insightful, creative plan that illuminates how your strategic considerations will lead to positive outcomes for your client. Your plan will tell the story of the original research, implementation plan, timelines and budget necessary to meet the client's communication goal. Although the primary focus for the semester is on creating a comprehensive plan, there will be in-class assignments to review and diagnose your mastery of specific concepts in strategic communications planning and responsible communication. The capstone experience is intended to ensure you have the strategic skills and confidence necessary to be a leader in responsible communication, and provide a unique networking and career-enhancing opportunity. In addition to the minimum, cumulative grade point average of 3.0 required for graduation from the MPS PR/CC program, you must receive a minimum grade of a B in the capstone course to graduate. Students with a 3.0 cumulative GPA, who receive a final grade of a B- or below may receive one opportunity to retake the course, if approved by the associate dean.

Level: Graduate

Prerequisites: (MPPR 502 or MPPR 5002) and MPPR 508 or (MPPR 5001 or MPPR 500 or MPPR 5000)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm), Prof Studies (PR / Corp Comm) or Prof Studies (PR / Corp Comm).

Enrollment limited to students in the MPS-PRSP or NDGD-PRSP programs.

Enrollment is limited to Graduate level students.