

Public Relations & Corporate Communications, MPS

Mission Statement

The Master of Professional Studies in Public Relations and Corporate Communications program equips students with the skills to build meaningful relationships, write to persuade, and ethically navigate challenges and opportunities for organizational success. Students complete the program prepared to be responsible leaders across a variety of communications disciplines and change makers as informed citizens of the world.

Modality

On Campus (<https://scs.georgetown.edu/programs/70/master-of-professional-studies-in-public-relations-corporate-communications/>) or Online (<https://scs.georgetown.edu/programs/70/online/online-masters-in-public-relations-corporate-communications/>)

Learning Goals

Students who successfully complete the MPS in Public Relations and Corporate Communications will:

1. Employ creative and critical thinking in designing communication solutions reflective of organizational goals.
2. Develop public relations strategies for and with diverse actors reflecting principles of equity, inclusion, and global perspective.
3. Create communication solutions embodying a personal code of ethics, Jesuit values, and relevant industry standards.
4. Apply public relations theory, professional practice, and research to target, educate, and influence key publics with innovative communication solutions.
5. Retrieve industry relevant information from a variety of credible, valid, and reliable sources to support data-driven communication plans.
6. Use industry tools, software, and platforms in formulating creative communication strategies to enhance engagement and build relationships with diverse audiences.
7. Identify the needs and perspectives of diverse audiences in developing communication solutions to clearly, succinctly, and humanely persuade key publics to act.

Licensure Disclosure

This program does not provide any professional licensure or certification, nor is it intended to prepare students to sit for any specific professional licensing or certification exam(s). Though not required, students in these programs may wish to research and seek certifications through professional organizations in their field.

Requirements

To earn the MPS in Public Relations and Corporate Communications, students must complete 30 credits with a minimum GPA of 3.000 within five years of entering the program.

Code	Title	Credits
Core Courses ¹		
MPPR 5000	PR Ethics: Integrity and Care	3
MPPR 7990	PR & Corp Comm Capstone	3
Foundation Courses		
MPPR 5001	Public Relations Writing	3
MPPR 5002	Research Methods for PR	3
MPPR 5003	Elements of Comm Planning ²	3
Elective Courses		
For a current list of electives visit the Course Schedule page on the SCS website. ³		15
Total Credits		30

¹ Each Core Course must be completed with a grade of B or better. Students who earn a B- or lower in these courses will have one opportunity to retake the courses. If a student does not earn at least a B after the second attempt, they will be terminated from the program without right of appeal.

² Students must successfully complete MPPR 5002 and MPPR 5001 before registering for Elements of Comm Planning (MPPR 5003).

³ The PRCC program offers a variety of elective courses, some of which require completion of MPPR 5000, MPPR 5002, MPPR 5001, and MPPR 5003 serve as prerequisites for several elective courses. As such, students are strongly encouraged to register for the aforementioned core and foundation courses as soon as possible.

Internship Elective (Optional)

The Public Relations and Corporate Communications program offers MPPR 7951 MPS PR/CC Internship I, MPPR 7952 MPS PR/CC Internship II, and MPPR 7953 MPS PR/CC Internship III for students securing an internship where academic credit is required. These courses are graded, credit-bearing course options worth one academic credit each and only take the place of an elective upon completing the three separate internship credit courses. Upon completion of the degree, students would have 31, 32 or 33 credits in total, respectively.

For more information about the policies and guidelines pertaining to internships, please see Internships and On-Site Practical Experiences for Credit in the most current SCS Academic Rules & Regulations (<https://scs.georgetown.edu/resources-current-students/student-handbooks/>).