

PUBLIC RELATIONS, MS

Contact

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Faculty

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The internationally recognized public relations program at the S.I. Newhouse of Public Communications is one of the few programs in the country that offers public relations education at the undergraduate, graduate, and mid-career levels.

The 36-37 credit program in Public Relations is an intensive thirteen months of professional study primarily for recent college graduates seeking entry into the field of public relations. The program also enrolls public relations practitioners with fewer than five years of experience who are seeking to renew and refine their skills. Master's degree students have the opportunity to explore the theoretical underpinnings of the profession and to apply best practices. The program is distinguished by its many fine alumni both nationally and abroad, working and teaching in the full spectrum of public relations specialties.

Students choose between three program options. The first is a professional program track with an emphasis on social and digital media or financial communications. Students can also optionally choose the sports media & communications track, focusing on sports public relations, or the thesis track, an advanced study in preparation for a teaching and/or research career. Students who choose the professional or sports media & communications tracks complete their degrees with a capstone examination and internship. Thesis track students complete a thesis.

This 36-37 credit program leads to a Master of Science (M.S.) in Public Relations.

Student Learning Outcomes

In addition to the comprehensive Newhouse School learning outcomes listed in the School's Educational Mission, (<https://coursecatalog.syracuse.edu/graduate/public-communications/>) students in the Public Relations program are expected to achieve the following additional learning outcomes:

1. Apply an understanding of management principles related to public relations.

Program Requirements

Professional Track

Code	Title	Credits
COM 617	Multimedia Storytelling	3
COM 697	Advertising & Public Relations Law	3
PRL 530	Special Topics in Public Relations (*)	2
PRL 603	Foundations of Analytics, Social Listening and Information Gathering	1
PRL 604	Theory and Practice of Public Relations	3

PRL 611	Public Relations Research	3
PRL 614	Public Relations Writing for Converged Media	3
PRL 615	Public Relations Campaign Planning & Execution	3
PRL 619	Social Media & Society for Public Relations	1.5
or PRL 631	Intro to Financial and Investor Communication	
PRL 620	Digital & Social Media Innovation for Public Relations	1.5
or PRL 632	Writing for Financial and Investor Communication	
PRL 624	Public Relations Management and Leadership	3
PRL 635	Public Relations Culminating Experience	3
PRL 643	Diversity in Public Relations	3
VIS 607	Graphic Design Fundamentals	3

*Students take two, one-credit PRL 530.

Total Credits **36**

Sports Media & Communications Track

Code	Title	Credits
COM 617	Multimedia Storytelling	3
COM 697	Advertising & Public Relations Law	3
PRL 603	Foundations of Analytics, Social Listening and Information Gathering	1
PRL 604	Theory and Practice of Public Relations	3
PRL 611	Public Relations Research	3
PRL 614	Public Relations Writing for Converged Media	3
PRL 615	Public Relations Campaign Planning & Execution	3
PRL 624	Public Relations Management and Leadership	3
PRL 635	Public Relations Culminating Experience	3
PRL 643	Diversity in Public Relations	3
SMC 601	Sports Media & Communications Proseminar	1
SMC 621	Sports PR and Athlete Advocacy	1
SMC 624	The Sports Media Pitch	3
VIS 607	Graphic Design Fundamentals	3

Newhouse Sports Media & Communications Elective

Select 1 credit of electives	1
Total Credits	37

Thesis Track

Code	Title	Credits
COM 601	Research Project Design	3
COM 617	Multimedia Storytelling	3
COM 697	Advertising & Public Relations Law	3
COM 997	Masters Thesis (*)	3
PRL 530	Special Topics in Public Relations (**)	2
PRL 603	Foundations of Analytics, Social Listening and Information Gathering	1
PRL 604	Theory and Practice of Public Relations	3
PRL 611	Public Relations Research	3
PRL 614	Public Relations Writing for Converged Media	3
PRL 615	Public Relations Campaign Planning & Execution	3
PRL 624	Public Relations Management and Leadership	3
PRL 643	Diversity in Public Relations	3
VIS 607	Graphic Design Fundamentals	3

*PRL students in the thesis track are required to take COM 997 for three credits.

**Students take two, one-credit PRL 530.

Total Credits	36
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