

Master's in Mass Communications

> Accelerated Public Relations Concentration *Starts at MSU-Paducah Regional Campus Spring 2019!*

PROGRAM OVERVIEW

An advanced degree in public relations means a broad spectrum of careers are within your reach. The Master's in Mass Communications/Public Relations allows you to study the power of public opinion and the theories surrounding media and our society without leaving Paducah.

Degree Objectives

- > Understand multiple and diverse audiences
- > Write strategically and persuasively in the corporate environment.
- > Synthesize writing, research and public relations principles into a viable action plan
- > Understand current global issues in public relations including an appreciation for diversity.
- > Work professionally on a team and appreciate the importance of diverse perspectives.

CONVENIENT, FLEXIBLE FORMATS

MSU courses will be offered in a hybrid format, with classes meeting during only five weekends (three weekends face-to-face and two weekends online). Students will take one 3-hour course at a time at our convenient Paducah location.

CURRICULUM (33 hours)

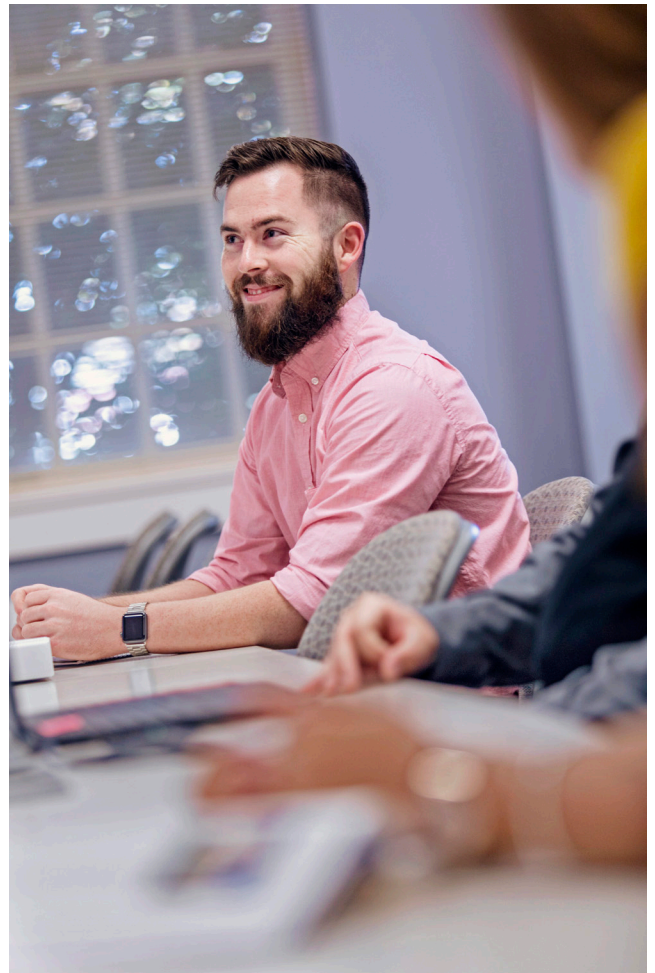
Course sequence: Introductory, methodological, and theoretical courses will be offered first to provide a firm background to students before the practical hands-on courses.

JMC 604 Intro to Mass Media for Graduate Students
JMC 601 Media, Culture, Gender, Race
JMC 602 Seminar in Advertising
JMC 603 Seminar in Public Relations
JMC 620 Strategic Communications
JMC 630 Theories of Mass Communications
JMC 658 New Media Technologies
JMC 660 Methods of Communication Research
JMC 670 Philosophical & Ethical Concepts of Mass Media
JMC 690 Comprehensive Project

Electives:

Option 1: COM 682 Crisis Communication
Option 2: MKT 667 Marketing Planning & Application

Note: If your bachelor's degree is not in mass communications, students will only need to take JMC 604 in addition to the above coursework.



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MSU-Paducah Regional Campus

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