

PUBLIC RELATIONS (M.S.)

Master of Science Program

Program Code: MS-AS

Major Code: PBR

Communication Department

Buckham Hall B120

(716) 878-3606

communication.buffalostate.edu/ (<http://communication.buffalostate.edu/>)

The Communication Department's online Master of Science degree in Public Relations, a part-time degree program (six credits per semester), provides a solid foundation in the principles and practice of public relations for students interested in careers in public relations. It educates students in the principles, theories, research methods and writing techniques that are needed for a career in public relations, with special emphasis on strategic communication planning skills and ethical standards that are required to succeed in public relations. The 33-credit program includes seven required public relations courses, two public relations electives, and two general electives.

Admission Requirements

1. A bachelor's degree from an accredited college or university with a minimum cumulative GPA of at least 2.75 on a 4.0 scale.
2. Three writing samples.
3. A 500-word letter of intent describing educational objectives and career goals.
4. Three letters of recommendation that attest to the applicant's potential as a graduate student.

In addition, international applicants from non-English speaking countries must take the Test of English as a Foreign Language (TOEFL) with a score of 100 or higher. Because this degree program is writing-intensive, reflecting the nature of public relations jobs, students with a TOEFL score below 100 are likely to have difficulty completing the program.

Application Deadline: The application deadline is rolling for summer, spring, J-term, and fall semesters.

In addition, all applicants should review the Admission to a Graduate Program (<http://ecatalog.buffalostate.edu/graduate/admission-graduate-program/>) section in this catalog.

Program Requirements

Code	Title	Credit Hours
Required Courses (21 credit hours)		
COM 610	PUBLIC RELATIONS PRINCIPLES AND PRACTICES	3
COM 621	THEORIES OF PUBLIC RELATIONS	3
COM 631	ADVANCED PUBLIC RELATIONS WRITING	3
COM 635	INTERNSHIP IN PUBLIC RELATIONS	3
COM 641	RESEARCH METHODS IN PUBLIC RELATIONS	3
COM 650	PUBLIC RELATIONS MANAGEMENT	3
COM 690	MASTER'S PROJECT	3
Public Relations Electives (6 credit hours)		
Two Communication courses by advisement such as:		6
COM 547	DATA ANALYTICS FOR STRATEGIC COMMUNICATION	
COM 587	SPECIAL TOPICS	
COM 590	INDEPENDENT STUDY	
COM 612	CRISIS COMMUNICATION	
COM 616	SOCIAL MEDIA STRATEGIES	
COM 660	GLOBAL PUBLIC RELATIONS	
COM 687	TOPICS COURSE	
General Electives (6 credit hours)		
Two courses from other areas, by advisement		6
Total Credit Hours		33

Students will:

1. understand and apply First Amendment principles and the law appropriate to professional practice relevant to the major
2. demonstrate an understanding of the history and role of professionals and institutions in shaping communication relevant to the major
3. demonstrate an understanding of gender and gender identity, race, ethnicity, class, sexual orientation, and, as appropriate, other forms of diversity, equity, and inclusion in domestic and global societies and their significance in the major
4. understand concepts and apply theories in the use and presentation of images and information relevant to the major

5. demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
6. think critically, creatively and independently
7. conduct research and evaluate information by methods appropriate to the communication professions in which they work
8. write correctly and clearly in forms and styles appropriate for the communication professions, audiences and purposes they serve
9. critically evaluate their own work and that of others for accuracy, fairness, clarity, creativity, effective storytelling and/or professional style as appropriate to the major
10. apply basic numerical and statistical concepts appropriate to the major
11. apply tools and technologies appropriate to the major
12. demonstrate competence in professional speaking and presentational skills appropriate to the major
13. Contribute to knowledge appropriate to the communications professions in which they work.