

PUBLIC RELATIONS (M.S.)

Master of Science Program

Program Code: MS-AS

Major Code: PBR

HEGIS: 0604

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The Communication Department's Master of Science degree in Public Relations, a part-time online 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 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