M.A. in Public Relations and Advertising

Learning Outcomes

Students will be able to:

• FOUNDATION/HISTORY/THEORIES: Identify, explain and apply conceptual and historical foundations of public communication disciplines as they relate to informational, relational, and persuasion theories, concepts and models.

• RESEARCH: Construct and analyze audience research, media research, and environmental scanning.

• RESEARCH: Apply measurement and evaluation techniques to products, projects and programs.

• STRATEGY: Develop and demonstrate strategic plans and planning methods, issues management techniques, and message development practices in a variety of settings and applications.

• ETHICS: Classify and analyze the elements of ethical decision making to hypothetical and real world settings, as well as articulating the ethical, legal and social responsibilities of public communications professionals.

• SKILLS: Demonstrate facility with writing, speaking and production of media materials to inform, persuade, build relationships, and problem solve.

Last Update: 2014