

Master of Arts with specialization in Public Relations

33 credits

Specific Program Admission Requirement

1. Successfully completed a bachelor's degree with a minimum GPA of 3.00.

Program Description

The Master of Arts with specialization in Public Relations prepares students in comprehensive public relations, able to build and maintain relationships between organizations and their audiences, with the knowledge about the new digital platforms existing in the field of communications. It offers students the knowledge of new trends in the field of public relations, focused on a globalized and changing world. Curriculum design focuses on theory and practice.

Program Objectives

1. Apply the principles and laws that defend freedom of expression, to meet in assembly and press, both locally and globally.
2. Know the history of the development of communications in society, as well as the role of the professionals who exercise them.
3. Recognize and respect the diversity that permeates society and its relationship with communications, as well as the diversity of cultures and their impact in a globalized world.
4. Apply the principles, theories, concepts, and fundamental models of social communication in the creation of both editorial and audiovisual content.
5. Apply the ethical principles of the profession, respecting the truth, accuracy, impartiality, and diversity.
6. Demonstrate critical, creative, and independent thinking skills and use them to creatively resolve conflicts and crises in the field of public relations.
7. Use different investigative techniques to obtain the information necessary to identify public relations problems and establish strategies to solve them.
8. Write appropriately the genres and formats typical of the field of public relations.
9. Apply the latest tools and technologies typical of the field of communications, as well as learn about the impact of the current digital age.
10. Critically and objectively evaluate your own work and that of others.

Program sequence will be available at the time of enrollment.

The language of instruction and program delivery modality are subject to availability.

Program Curriculum

Core/Professional Courses		
Course	Title	Credits
COMM 510	Contemporary Theories of Communication	3
COMM 515	Research Methods in Communication	3
COMM 517	Communications and New Media	3
COMM 511	Development and Management of Media Enterprise	3
COMM 520	Advanced Writing for the Media	3
Total		15
Specialization Courses		
Course	Title	Credits
COMM 530	Identity and Corporate Image	3
COMM 535	Crisis Communication	3
COMM 537	Strategic Communication in Public Relations	3
COMM 538	Strategic Management of Public Relations and Digital Convergence	3
COMM 550	Project	3
Total		15
Electives (Select one course – 3 credits)		
Course	Title	Credits
COMM 543	Journalism and Public Affairs	3
COMM 531	Strategies for Public Relations	3
COMM 512	Legal and Ethics Aspects of Communications	3
Total		3
Total credits		33