

**KSU School of Journalism and Mass Communication**  
**Master's Program Course Requirements**  
**Public Relations**

<u>Course</u>	<u>Hours</u>
<b>Required Core Courses (19 hrs.)</b>	
JMC 60000 Intro to Grad Study	1 hour
JMC 68001 PR Theory & Ethical Practice	3 hours
JMC 50016 Law for PR & Advertising	3 hours
COMM 65652 or	
JMC 60001 Mass Communication Theory	3 hours
JMC 60007 Research Methods	3 hours
JMC 68001 PR Management	3 hours
JMC 60396 Master's Professional Project	3 hours

50 percent of coursework must be at the 60000 level.  
 50 percent of coursework must have JMC course numbers  
 A maximum of 4 credit hours from "workshops" is allowed.

<b>Required Professional Courses (9 hrs.)</b>	
JMC 58001 Media Relations & Publicity	3 hours
JMC 58002 PR Online Tactics	3 hours
JMC 58003 PR (F2F) Tactics	3 hours
OR	
JMC 60195 Financial Side of PR	
OR	
JMC 60195 Values and Ethics Management	

**Elective Courses (8 hrs.)\*\***

JMC 66092 Internship*	1 hour
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Choose from courses in JMC, COMM, Business, Psychology, Sociology, Political Science, etc. See possible PR specializations.

**Total Hours Needed                      36**

**\*Internship may be waived**

**\*\*Recommendation from meeting with adviser**

**Professional Prerequisite Courses** (hours do not count toward degree, but grades do)

JMC 50002 Reporting for Mass Media	3 hours
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