

PUBLIC RELATIONS AND CORPORATE COMMUNICATION (MS)

Department Website (<https://www.sps.nyu.edu/homepage/academics/masters-degrees/ms-in-public-relations-and-corporate-communication.html>)

NYSED: 30309 **HEGIS:** 0699.00 **CIP:** 09.9999

Program Description

When it comes to acquiring a quality graduate education—one that broadens the mind and delivers the skills necessary to succeed in a market driven economy—the NYU School of Professional Studies Master of Science in Public Relations and Corporate Communication is at the forefront of anticipating the needs of its students and the continually evolving public relations industry it serves to innovate. The faculty consists of leading industry executives, influential thought leaders, and entrepreneurs from an array of growing business sectors. Students benefit from the research, hands-on work in the field, and the industry connections from our expert faculty members in public relations, corporate communication, and marketing. The program is designed to meet the needs of both working professionals and full-time students, and it can be completed in two years of full-time study or in up to five years of part-time study.

The Master of Science in Public Relations and Corporate Communication is a 42-credit program with a core curriculum focused on written communication and presentation skills, ethics, law, social media strategies, research methodologies, and regulatory practices. In addition to an opportunity to complete an internship, students also are given the chance to produce a practicum project in which they prepare, present, and potentially launch a detailed communication plan that meets a real need for an industry organization.

Admissions

Admission to master's programs at the NYU School of Professional Studies requires the completion of a U.S. bachelor's degree or its international equivalent. Admissions decisions are made through a holistic review process. Visit the SPS Admissions website (<https://www.sps.nyu.edu/homepage/admissions/admissions-criteria-and-deadlines/graduate-programs.html>) for detailed application requirements and deadlines.

Program Requirements

The program requires the completion of 42 credits, comprised of the following:

Course	Title	Credits
Core Requirements		
PRCC1-GC 1010	Communications Ethics, Law & Regulation	3
PRCC1-GC 1020	Public Relations Writing Seminar I	3
PRCC1-GC 1030	Public Relations Writing Seminar II	3
PRCC1-GC 1070	Social Media for Public Relations Professionals	3
PRCC1-GC 1080	Practicum	3
PRCC1-GC 1900	Research Process & Methodology	3

PRCC1-GC 4000	Capstone	3
Concentrations		
Select one of the following concentrations:		21
Public Relations Management		
Corporate and Organizational Communication		
Total Credits		42

Concentrations

Within each concentration, students must complete a series of four courses (12 credits) and an additional 3 courses (9 credits) of concentration elective credits.

Public Relations Management

Course	Title	Credits
Required Courses		
PRCC1-GC 1000	Theory, History & Practice of Public Relations	3
PRCC1-GC 1040	Managing Media Relations	3
PRCC1-GC 1050	Critical Business Skills for PR Professionals	3
PRCC1-GC 1060	Strategic Communication: Thinking, Planning, and Execution	3

Electives

Select three of the following courses or two of the following courses and one course from the corporate and organizational communication concentration:

PRCC1-GC 2200	Public Relations Consulting	
PRCC1-GC 2210	Public Relations in Non-Profit Organizations	
PRCC1-GC 2220	Public Relations Specialties	
PRCC1-GC 2230	Integrated Marketing	
PRCC1-GC 2240	Global Relations and Intercultural Communications	

Optional Courses

PRCC1-GC 3901	Internship	
PRCC1-GC 3100	Special Topics	

Total Credits 21

Corporate and Organizational Communication

Course	Title	Credits
Required Courses		
PRCC1-GC 1000	Theory, History & Practice of Public Relations	3
PRCC1-GC 1040	Managing Media Relations	3
PRCC1-GC 1050	Critical Business Skills for PR Professionals	3
PRCC1-GC 1060	Strategic Communication: Thinking, Planning, and Execution	3

Electives

Select three of the following courses or two of the following courses and one course from the public relations management concentration above:

PRCC1-GC 2100	Public Affairs: Public Opinion & Issues Management	
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PRCC1-GC 2110	Building Publics: Employee & Other Constituencies
PRCC1-GC 2120	Investor Relations
PRCC1-GC 2130	Community Relations & Advocacy Communications
PRCC1-GC 2140	Government Affairs
PRCC1-GC 2150	Crisis Communication
PRCC1-GC 2160	Reputation Management
Optional Courses	
PRCC1-GC 3901	Internship
PRCC1-GC 3100	Special Topics
Total Credits	21

Sample Plan of Study Public Relations Management

Course	Title	Credits
1st Semester/Term		
PRCC1-GC 1000	Theory, History & Practice of Public Relations	3
PRCC1-GC 1020	Public Relations Writing Seminar I	3
PRCC1-GC 1050	Critical Business Skills for PR Professionals	3
PRCC1-GC 1010	Communications Ethics, Law & Regulation	3
Credits		12
2nd Semester/Term		
PRCC1-GC 1060	Strategic Communication: Thinking, Planning, and Execution	3
PRCC1-GC 1030	Public Relations Writing Seminar II	3
PRCC1-GC 1070	Social Media for Public Relations Professionals	3
PRCC1-GC 1040	Managing Media Relations	3
Credits		12
3rd Semester/Term		
PRCC1-GC 1900	Research Process & Methodology	3
PRCC1-GC 2220	Public Relations Specialties	3
PRCC1-GC 2240	Global Relations and Intercultural Communications	3
PRCC1-GC 2160	Reputation Management	3
Credits		12
4th Semester/Term		
PRCC1-GC 1080	Practicum	3
PRCC1-GC 4000	Capstone	3
Credits		6
Total Credits		42

Corporate and Organizational Communication

Course	Title	Credits
1st Semester/Term		
PRCC1-GC 1000	Theory, History & Practice of Public Relations	3
PRCC1-GC 1020	Public Relations Writing Seminar I	3
PRCC1-GC 1050	Critical Business Skills for PR Professionals	3
PRCC1-GC 1010	Communications Ethics, Law & Regulation	3
Credits		12
2nd Semester/Term		
PRCC1-GC 1060	Strategic Communication: Thinking, Planning, and Execution	3
PRCC1-GC 1030	Public Relations Writing Seminar II	3

PRCC1-GC 1070	Social Media for Public Relations Professionals	3
PRCC1-GC 1040	Managing Media Relations	3
Credits		12
3rd Semester/Term		
PRCC1-GC 1900	Research Process & Methodology	3
PRCC1-GC 2130	Community Relations & Advocacy Communications	3
PRCC1-GC 2150	Crisis Communication	3
PRCC1-GC 2200	Public Relations Consulting	3
Credits		12
4th Semester/Term		
PRCC1-GC 1080	Practicum	3
PRCC1-GC 4000	Capstone	3
Credits		6
Total Credits		42

Learning Outcomes

Upon successful completion of the program, graduates will:

1. Demonstrate writing ability applicable to a career in public relations and corporate communication.
2. Use critical thinking, problem-solving, and analytical skills to strategize and solve public relations and corporate communication issues in today's media landscape.
3. Create presentations and projects that detail why public relations and corporate communication is an integral part of any integrated program.
4. Compare public relations and corporate communication to advertising and marketing, showcasing advantages and benefits to any media plan.
5. Gain the ability to impart and leverage information to key audiences.
6. Develop strategic approach to partnering with organizational leadership.
7. Successfully negotiate relationship-building with internal and external stakeholders.
8. Analyze contributing factors in a crisis or significant organizational change.
9. Thoughtfully shape, through fact, reason, and consistent argumentation, how an entity communicates with its publics.
10. Implement sound ethical and regulatory decisions when managing an organization's reputation and publics.
11. Demonstrate professional-level proficiency in essential public relations and corporate communication skills.
12. Formulate arguments, decisions, issues, and opportunities as it relates to key themes in public relations and corporate communications.
13. Explain implications in perception, reputation, transparency, trust, and communication, key themes in the public relations and corporate communication profession.
14. Formulate a sound hypothesis uncovering a new idea or solution in public relations and corporate communication.
15. Write a comprehensive paper to contribute to the field of public relations and corporate communication.

Policies NYU Policies

University-wide policies can be found on the New York University Policy pages (<https://bulletins.nyu.edu/nyu/policies/>).

School of Professional Studies Policies

Additional academic policies can be found on the School of Professional Studies academic policy page (<https://bulletins.nyu.edu/graduate/professional-studies/academic-policies/>) or on the School of Professional Studies website (<https://bulletins.nyu.edu/graduate/professional-studies/academic-policies/>).

Internship Course Policy

Students must complete a minimum of 18 credits and have a minimum GPA of 3.0 to be eligible to apply for the internship course.