# PUBLIC & ORGANIZATIONAL RELATIONS (M.A.)

## Program Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
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<tbody>
<tr>
<td>CMST 502</td>
<td>Research and Data in Public and Organizational Relations</td>
<td>3</td>
</tr>
<tr>
<td>CMST 505</td>
<td>Public and Organizational Relations in a Digital Age</td>
<td>3</td>
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### Core Coursework

**Capstone Course**

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<tr>
<th>Code</th>
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<tbody>
<tr>
<td>CMST 586</td>
<td>Case Studies in Public and Organizational Relations</td>
<td>3</td>
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### Electives and Culminating Experience

**Electives**

Select 21 credits (with Thesis option) or 24 credits (with Comprehensive Exam option) from the following:

At least 6 credits must be taken in each of the following clusters.

#### Framework Courses

- CMST 510 Special Topics In Communication
- CMST 515 Strategic Public Relations
- CMST 526 Theories of Human Communication
- CMST 528 Public Relations for Nonprofit Organizations
- CMST 534 Readings in Communication
- CMST 536 Persuasion and Media
- CMST 542 Integrated Communications
- CMST 545 Crisis Communication
- CMST 548 New Media Business Models
- CMST 551 Navigating Organizational Change
- CMST 552 Corporate Social Responsibility Paradigm
- CMST 556 Leadership and Collaborative Innovation
- CMST 580 Globalization and Contemporary Communication
- CMST 581 Media and Mass Culture
- CMST 560 Internship: Communication

#### Applied Courses

- CMST 509 Problems in Communication
- CMST 520 Public Relations Writing and Media Relations
- CMST 525 Presentation Skills for Business
- CMST 530 New Media Applications
- CMST 533 Advanced Writing for Media Professionals
- CMST 535 Groupware and Crowdsourcing Techniques for Organizations
- CMST 540 Transmedia Production
- CMST 549 Visual Facilitation
- CMST 550 Optimizing Organizational Diversity and Conflict
- CMST 560 Internship: Communication
- CMST 582 Techniques of Communication
- CMST 599 Independent Study

### Thesis or Non-Thesis Option

Select one of the following options: 0-3

- **Thesis Option**
  - CMST 698 Master’s Thesis
    - Submit the completed Thesis original and one copy to the Graduate Office. See Thesis Guidelines for details.
  - Comprehensive Examination
    - In the term that you will sit for exam, register for the section which matches your major & advisor. Successfully pass exam.