

# COLLEGE OF COMMUNICATION AND THE ARTS



## Earn your M.A. in Public Relations

**Become a change-maker and  
take your career to new heights.**

Graduate Studies within the College of Communication and the Arts is an exciting community of scholars, theorists, researchers and professionals. Currently offering three distinct master's programs, one common feature amongst them is our commitment to excellence. Faculty are comprised of internationally recognized researchers and industry professionals. A cutting-edge curriculum incorporates the latest technology and trends, keeping you a cut above the rest.

**For more information, visit [www.shu.edu/PublicRelationsMA](http://www.shu.edu/PublicRelationsMA),  
call 973-761-9490 or email [cgs@shu.edu](mailto:cgs@shu.edu)**



### **THE ACCELERATED PUBLIC RELATIONS DEGREE**

Our 30-credit program provides students with the tools necessary to become practitioners, change-makers and leaders. This program blends theory with practice, providing graduates with tangible skills essential for career growth, including integral research, planning, implementation and evaluation tactics in the context of ongoing change, issue and reputation management for organizations of all sizes.



### **FLEXIBILITY FOR THE WORKING PROFESSIONAL**

Many students in the program are already working. Recognizing the need for flexibility, we offer convenient evening class times that meet just once per week. In addition to evening classes, select courses are offered online for your convenience.

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### EDUCATION FOR YOU, VALUE FOR YOUR EMPLOYER

Immersive learning experiences combining theory with practical skills allow you to put your knowledge to use in the workplace both immediately and over time. Employers may be assured that an investment in an employee's education will pay off when it comes to excellence in communication, as well as:

- Critical and strategic-planning tactics
- Knowledge of both hard and soft skills, including front-line technology
- Networking opportunities with industry experts and colleagues



### APPLICATION DEADLINES

Applications are reviewed on a rolling basis and can be completed entirely online. For priority review and consideration for scholarship, submit your application and supporting materials by:

- **Fall semester** — August 1 (priority deadline May 1)
- **Spring semester** — December 1 (priority deadline November 1)



### TUITION {2019-20}

Price per graduate credit: **\$1,260**

Number of credits: **30**

Total tuition cost: **\$37,800**

## OUR UNIQUE EMPHASIS

### Tying Theory to Practice

Join the student-run PR firm, The Litore Agency, and gain invaluable hands-on experience by contributing to real client campaigns.

- Enhance project management skills
- Create multi-layered media campaigns
- Implement, track, report and assess communication efforts

### Connection to Industry Leaders

Capitalize on our proximity to New York City and some of the country's top public relations agencies and organizations.

- Build your professional network
- Engage with prominent Seton Hall alumni
- Learn from guest speakers and mentors who supplement our full-time faculty

### Network and Connect

Making the right professional connections is a crucial component to furthering your career.

- Land the perfect internship via Seton Hall's Career Center
- Work with some of the country's most prestigious firms and agencies in NYC
- Earn priceless, first-hand experience in a fast-moving industry

### 1:1 Advising

Dedicated faculty mentor your culminating master's project from creation to completion.

- Benefit from 1:1 time with your master's project adviser
- Study alongside nationally recognized professionals and researchers
- Graduate with a portfolio suitable for conferences and interviews