

# Public Relations

## M.A. in Communication



**Skilled public relations professionals are in great demand, especially given the visibility and scrutiny that organizations and leaders must navigate in this fast-paced environment.**

The College of Communication and the Arts' **M.A. in Communication** program is designed to instill students with critical communication skills and help them develop essential research practices. Students will immediately be able to apply theory into practice in this 36-credit program. Graduates go on to work as PR specialists in international corporations in the healthcare, education, entertainment and sports industries or pursue advanced degrees.

When studying **PUBLIC RELATIONS**, you'll have the opportunity to dive deep into the world of PR by learning advanced concepts, theories and methods from faculty with extensive industry experience and connections. You'll apply these concepts in real-time, gaining sought-after practical experience both on campus and in the capital of public relations: New York City.

**Courses include** Global Perspectives; Reputation Management; Public Relations Research and Reporting

### OUR UNIQUE EMPHASIS

Foundational to this program is a unique communication portfolio course, during which students develop projects in line with their career goals. This highly individualized project will serve to enhance your position within your current career, broaden employment prospects or further inform your advanced studies.

**GRADUATE STUDIES WITHIN THE COLLEGE OF COMMUNICATION AND THE ARTS** is an exciting community of scholars, theorists, researchers and professionals. A common element in our master's programs is our shared commitment to excellence. Our faculty are comprised of internationally recognized researchers, published authors and industry professionals. Technology-infused curricula incorporates the latest industry trends, keeping you a cut above the rest.

Our students vary from recent graduates to working professionals to those preparing for a terminal degree. Recognizing the need for flexibility, we offer evening class times that meet just once per week, with some electives offered online or in a hybrid format. World-class faculty members are here for you, providing support from orientation to graduation and beyond.

### APPLICATION DEADLINES

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

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



COLLEGE OF COMMUNICATION  
AND THE ARTS  
Graduate Studies

**SETON HALL UNIVERSITY**