

# MASTER OF ARTS IN PUBLIC RELATIONS (M.A.)

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## Purpose

The Master of Arts in Public Relations program is designed to prepare competent communicators, effective leaders, and skilled practitioners with a biblical worldview who will model high standards and assume leadership roles within various organizations—both for-profit and non-profit—in the context of the fields of communication. Researchers and practicing leaders in this field are seen as those who assume a role in shaping the future direction of policies, goals, and objectives within a communication setting, whether it be in academic, corporate, or church-affiliated settings.

## Program Learning Outcomes

The student will be able to:

- Develop a public relations perspective that intersects topics in crisis, organizational communication, and marketing.
- Analyze the knowledge of the literature of the public relations discipline in support of strategies pertinent to the marketplace.
- Formulate connections between public relations theory and professional practices with a Christian Worldview.

## Program Specific Admission Procedures

In addition to the general admission requirements, specific admission procedures to the M.A. in Public Relations are as follows:

1. Earned baccalaureate degree or its equivalent from an institution accredited by an agency recognized by the U.S. Department of Education (e.g., SACSCOC, TRACS, ABHE, etc.)
2. Applicants should hold a 3.0 GPA for undergraduate study. Applicants with a GPA of 2.0 to 2.99 (on a 4.00-point scale) may be considered for enrollment in the program on a Cautionary basis.
3. TOEFL Scores for students who speak English as a second language (score of 600 paper-based test; 250 computer-based test, 80 internet-based test).

## Program of Study

### Delivery Format: Online Only

- Public Relations (M.A.)

## Career Opportunities

- Vice President of Communication
- Director of Communications
- University Professor
- University Administrator
- Public Information Officer
- Advertising/Public Relations Executives
- Research Manager