

PUBLIC RELATIONS (M.A.)

Important: This degree plan is effective for those starting this degree program in fall 2024 through summer 2025. This degree plan will remain in effect for students who do not break enrollment or who do not change degree programs, concentrations, or cognates.

Code	Title	Hours
Core Courses		
COPR 505	Ethical Issues in Public Relations	3
COPR 510	Public Relations Writing	3
COPR 515	Public Relations Planning	3
COPR 540	Crisis Communication and Planning	3
COPR 545	Crisis Communication and Strategy	3
COPR 610	Communicating Organizational Change	3
COPR 640	Analytics in Crisis Communication	3
STCO 526	Strategic Storytelling	3
STCO 622	Organizational Communication Theory and Practice	3
STCO 658	Strategic Communication Campaigns for the Digital Age	3
Total Hours		30

All applicable prerequisites must be met

Graduation Requirements

- Complete 30 hours
- A maximum of 50% of the program hours may be transferred if approved and allowable, including credit from an earned degree from Liberty University on the same academic level
- 3.0 GPA
- No more than two grades of C may be applied to the degree (includes grades of C+ & C-)
- No grade of D or below may be applied to the degree (includes grades of D+ & D-)
- Degree must be completed within 5 years
- Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date

Program Offered in Online Format