



GRADUATE  
**PUBLIC RELATIONS & CORPORATE COMMUNICATION**

**REQUIRED COURSES - COMMUNICATION: 16 hours**

- \_\_\_ COM 5443 Public Relations (3)
- \_\_\_ COM 5444 Practices in Public Relations (3)
- \_\_\_ COM 6099 Written Comprehensive Exams (0)
- \_\_\_ COM 6501 Communication Research (3)
- \_\_\_ COM 6502 Process and Effects of Communication (3)
- \_\_\_ COM 6504 Persuasion (3)
- \_\_\_ COM 6599 Convocation Paper (1)

**COMMUNICATION ELECTIVES: 3 hours**

Choose one of the following courses:

- \_\_\_ COM 5403 Negotiation (3)
- \_\_\_ COM 5446 Media Sales (3)

**REQUIRED COURSES - BUSINESS: 6 hours**

- \_\_\_ GBU 6552 Law and Ethics in the Business Environment (3)
- \_\_\_ -or-
- \_\_\_ MGT 6570 Leadership in a Global Environment (3)
- \_\_\_ MKT 6581 Market Administration (3)

**BUSINESS ELECTIVES: 6 hours**

Choose two of the following courses:

- \_\_\_ MKT 5481 Consumer Behavior (3)
- \_\_\_ MKT 5482 Retailing & E-Commerce (3)
- \_\_\_ MKT 5485 Integrated Marketing Communications (3)
- \_\_\_ MKT 5486 Marketing Strategy (3)

**TOTAL: 31 hours**