

Degree Requirements Worksheet
MA in Public Relations and Advertising
2018-19

Students must complete 12 courses (48 credits) plus a degree completion requirement.

Public Relations and Advertising Core Requirements: 6 courses (24 credits)			
			GRADE
PRAD 515	Writing for a Communication Career	prereq PRAD 555	_____
PRAD 553	Advertising Foundations		_____
PRAD 555	Public Relations Foundations		_____
PRAD 575	Communication Ethics and Law		_____
PRAD 585	Research, Data and Insights		_____
PRAD 596	Career Strategies and ePortfolio	prereq 32credit hours complete ¹	_____

¹The eportfolio is the recommended graduate completion requirement.
Usually taken in the final quarter or quarter before graduation

Public Relations and Advertising Elective Courses: 6 courses (24 credits) ³			
			GRADE
PRAD 505	Critical Perspectives on PR and Advertising	prereq PRAD553 or 555	_____
PRAD 511	Consumer Insights for Latino Markets	prereq PRAD 553	_____
PRAD 512	Latino Integrated Marketing Communication		_____
PRAD 514	Contemporary Issues in PR and Advertising	prereq PRAD553 or 555	_____
PRAD 521	PR Measurement & Data Analytics	prereq PRAD 555	_____
PRAD 530	PR/AD Agency Roles and Responsibilities	prereq PRAD553 and 555	_____
PRAD 535	Public Relations in Health Care		_____
PRAD 536	Advertising and Health Campaigns		_____
PRAD 540	Crisis Communication Management	prereq PRAD 555	_____
PRAD 550	Integrated Communication Campaigns	prereq PRAD553 or 555	_____
PRAD 551	Advertising and Copywriting	prereq PRAD553	_____
PRAD 554	Creative Processes		_____
PRAD 556	Strategic Planning in Public Relations	prereq PRAD555	_____
PRAD 557	Advertising Communication Strategy	prereq PRAD553	_____
PRAD 558	Consumer Promotion	prereq PRAD553 or 555	_____
PRAD 562	Media Relations	prereq PRAD555	_____
PRAD 563	Media Planning	prereq PRAD553	_____
PRAD 564	Business Skills for Strategic Communicators	prereq PRAD555	_____
PRAD 565	International Public Relations	prereq PRAD553 or 555	_____
PRAD 586	Account Planning	prereq PRAD553	_____
PRAD 590	PR and Advertising Workshop	(2 credits) topics vary; can be taken more than once	_____
PRAD 594	Communication Campaigns for Social Change		_____
PRAD 595	Special Topics in PR/Adv	prereq PRAD553/555; topics vary; can be taken more than once	_____
PRAD 592	Independent Study		_____
CMN 591	Internship		_____
CMN 598	Study Abroad		_____

³OUTSIDE ELECTIVES: Two of the six elective courses can be outside electives. These can be courses from other programs in the College of Communication or courses from outside the college. Courses outside the College of Communication must be approved by the graduate advisor or a program director.

SUBJECT	NUMBER	COURSE NAME	GRADE
1)	_____	_____	_____
2)	_____	_____	_____

Degree Completion Requirement:	
<input type="radio"/>	ePortfolio
<input type="radio"/>	Master's Thesis²

²Students who attain a 3.7 GPA or higher and obtain prior approval from the graduate program director may complete a thesis instead of the ePortfolio. Approved students need to start the process at least 9-12 months prior to graduation and will enroll in PRAD 599 as their final course in lieu of PRAD 596.

Last Term Credit Earned	_____
DePaul Credits	_____
Transfer Credits	_____
Total Credits	0
PRAD Core Requirements	6 24
PRAD Electives	6 24
Outside Electives (Optional)	_____
TOTAL NEEDED FOR GRADUATION	48



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