



## Master in Communications with specialization in Public Relations

33 Credits

The **Master in Communications with specialization in Public Relations** prepares comprehensive public relations, able to build and maintain relationships between organizations and their audiences, with the knowledge about the new digital platforms existing in the field of communications. It offers students the knowledge of new trends in the field of public relations, focused on a globalized and changing world. Curriculum design focuses on theory and practice.

Core Courses			
Course	Title	Credits	Pre-requisites
COMM 510	Contemporary Theories of Communication	3	
COMM 515	Research Methods in Communication	3	COMM 510
COMM 517	Communications and New Media	3	
COMM 511	Development and Management of Media Enterprise	3	
COMM 520	Advanced Writing for the Media	3	
<b>TOTAL</b>		<b>15</b>	
Specialization Courses			
Course	Title	Credits	Pre-requisites
COMM 530	Identity and Corporate Image	3	COMM 510
COMM 535	Crisis Communication	3	COMM 510
COMM 537	Strategic Communication in Public Relations	3	COMM 510, COMM 520
COMM 538	Strategic Management of Public Relations and Digital Convergence	3	COMM 510, COMM 520
COMM 550	Project	3	All courses of the program
<b>TOTAL</b>		<b>15</b>	
Electives (Select one)			
Course	Title	Credits	Pre-requisites
COMM 543	Journalism and Public Affairs	3	COMM 510
COMM 531	Strategies for Public Relations	3	COMM 510, COMM 520
COMM 512	Legal and Ethics Aspects of Communications	3	COMM 510
<b>TOTAL</b>		<b>3</b>	
<b>TOTAL CREDITS</b>		<b>33</b>	

Rev. 2015

- Requires a bachelor's minimum GPA of 3.00 in a scale of 4.00.