Ball State Online

Master of Arts in Public Relations

Certified and Innovative

Enhance your understanding and skills in the strategic field of public relations with a master's degree from Ball State University. Ours was the first program in the nation certified by the Public Relations Society of America (PRSA). Also, Ball State is one of the few universities in the nation to offer a master's degree specifically in public relations with a concentration in leadership.

Here are just a few benefits of the program:

- **Practitioner-professors** who have worked in public relations, journalism, advertising, and marketing and can connect you with internships and jobs in their industries
- **Online graduate certificates** in corporate and education communications - great ways to start graduate education
- **No GRE required** to apply for and enroll in this degree program

bsu.edu/journalism/graduatepr

BALL STATE UNIVERSITY

Courses You Will Take

This 30-to 33-credit program was designed so that you can finish in five semesters or less, taking just two or three classes per semester.

You can start the program during any of our traditional semesters in the fall, spring, or summer. Below are the recommended plans of study to meet the course requirements.

Core Courses (9 credits)

- JOUR 601: Studies in Journalism and Communication Theory (3 credits)
- JOUR 651: Social Media Analytics (3 credits)
- PR 680: Mass Communication Research Methods (3 credits)

PR Leadership Courses (12 credits)

- PR 605: Business fundamentals and entrepreneurship in PR (3 credits)
- PR 662: Case studies of global, digital and ethical PR practice (3 credits)
- PR 664: PR evaluation techniques (3 credits)
- PR 565: PR campaigns (3 credits)

Electives (6 credits)

Capstone (3-6 credits)

- CRPR 698: Creative Project (3 or 6 credits)
- PR 681: Applied Research (3 credits)
- RES 697: Research Paper (3 credits)
- THES 698: Thesis (6 credits)

Tuition Costs and Financial Aid

Ball State offers competitive tuition rates for its online and distance graduate programs. Plus, our online and distance students can be considered for all federal and state aid programs. For up-to-date information about tuition rates, visit **bsu.edu/online/tuition.**

Preferred Application Deadlines

Your application materials need to be to us four weeks prior the start of the semester you wish to begin.
Our semester start dates are:

- **Fall:** Third Monday in August
- **Spring:** First Monday in January
- **Summer:** Second Monday in May

Admission Requirements

Apply and meet the requirements of the Ball State Graduate School, **bsu.edu/gradschool** and submit a $60 application fee.

Apply and meet the admission requirements of the Department of Journalism, which include:

- A cumulative undergraduate grade point average (GPA) of at least 3.0 on a 4.0 scale
- A current résumé
- A 500- to 1,000-word statement of purpose
- Academic or professional writing sample(s) of between 1,500 and 2,000 words (total)

If you are an international student, you must first complete the requirements of our Rinker Center for International Programs explained in detail at **bsu.edu/international.**

Learn More

For more information or questions regarding the program, contact YoungAh Lee, Ph.D., at **ylee4@bsu.edu** or call 765-285-9105.

If arranging a campus visit, please let us know that you are coming.

Online Study

If online study is a better fit for you, and you have some specific questions related to online courses, contact:

Online and Strategic Learning
1-800-872-0369
online@bsu.edu

bsu.edu/journalism/graduatepr