



School of Graduate
and Professional
Education



MA in Strategic Communication & Public Relations

Course Schedule

ACADEMIC YEAR 2018–2019

FALL 2018-19 / September 24 (M) - December 22 (Sat), 2018

CN 6001	PUBLIC RELATIONS STRATEGY	R	3 cr.	M	18:00-21:00
CN 6008	COMM FOR THE ENTERTAINMENT INDUSTRY	E	3 cr.	T	18:00-21:00
CN 6002	ADVANCED MEDIA WRITING AND TECHNIQUES	R	3 cr.	W	18:00-21:00
CN 6010	MEDIA AND COMMUNICATION THEORY / BLENDED LEARNING	R	3 cr.	W	18:00-21:00
CN 6006	APPLIED COMMUNICATION RESEARCH METHODS	R	3 cr.	TH	18:00-21:00
CN 6027	QUANTITATIVE RESEARCH IN COMMUNICATION	R	3 cr.	TH	18:00-21:00
CN 6460	THESIS IN STRATEGIC COMMUNICATION	R	3 cr.	NA	NA

WINTER 2018-19 / January 8 (T) - April 6 (Sat) 2019 / TENTATIVE

CN 6030	MULTIMEDIA APPLICATIONS FOR COMM CAMPAIGNS	E	3 cr.	M	18:00-21:00
CN 6512	CAPSTONE PROJECT IN COMMUNICATION	R	3 cr.	M	18:00-21:00
CN 6017	PR AND THE NEW MEDIA	R	3 cr.	T	18:00-21:00
CN 6010	MEDIA AND COMMUNICATION THEORY	R	3 cr.	W	18:00-21:00
CN 6027	QUANTITATIVE RESEARCH IN COMMUNICATION	R	3 cr.	W	18:00-21:00
CN 6002	ADVANCED MEDIA WRITING AND TECHNIQUES	R	3 cr.	TH	18:00-21:00
CN 6007	STRATEGIC CORPORATE COMMUNICATION	E	3 cr.	TH	18:00-21:00
CN 6460	THESIS IN STRATEGIC COMMUNICATION	R	3 cr.	NA	NA

SPRING 2018-19 / April 15 (M) - July 27, (Sat) 2019 / TENTATIVE

CN 6011	CRISIS COMMUNICATION MANAGEMENT	R	3 cr.	M	18:00-21:00
CN 6006	APPLIED COMMUNICATION RESEARCH METHODS	R	3 cr.	T	18:00-21:00
CN 6004	COMMUNICATION FOR THE TOURISM INDUSTRY	E	3 cr.	W	18:00-21:00
CN 6512	CAPSTONE PROJECT IN COMMUNICATION	R	3 cr.	W	18:00-21:00
CN 6020	EFFECTIVE COMMUNICATION SKILLS	E	3 cr.	TH	18:00-21:00
CN 6460	THESIS IN STRATEGIC COMMUNICATION	R	3 cr.	NA	NA

** THESIS duration: 2 terms or 26 weeks

R: Required

E: Elective