



School of Graduate  
and Professional  
Education



# MA in Strategic Communication & Public Relations

## Course Schedule

**ACADEMIC YEAR 2021–2022**

### **FALL 2021 / SEPTEMBER 20 (M) - DECEMBER 18 (SAT)**

CN 6001	PUBLIC RELATIONS STRATEGY (ON CAMPUS)	3 cr.	R	M	18:30-21:30
CN 6010	MEDIA AND COMMUNICATION THEORY (ONLINE)	3 cr.	R	T	18:30-21:30
CN 6512	CAPSTONE PROJECT IN COMMUNICATION (ON CAMPUS)	3 cr.	R	T	18:30-21:30
CN 6002	ADVANCED MEDIA WRITING AND TECHNIQUES (ON CAMPUS)	3 cr.	R	W	18:30-21:30
CN 6008	COMMUNICATION FOR THE ENTERTAINMENT INDUSTRY (ONLINE)	3 cr.	E	W	18:30-21:30
CN 6006	APPLIED COMMUNICATION RESEARCH METHODS (ON CAMPUS)	3 cr.	R	TH	18:30-21:30
CN 6127	QUANTITATIVE RESEARCH IN COMMUNICATION (ONLINE)	3 cr.	R	TH	18:30-21:30
CN 6460	THESIS IN STRATEGIC COMMUNICATION	3 cr.	R	NA	NA

### **WINTER 2022 / JANUARY 10 (M) - APRIL 9 (SAT)**

CN 6011	CRISIS COMMUNICATION MANAGEMENT (ON CAMPUS)	3 cr.	R	M	18:30-21:30
CN 6006	APPLIED COMMUNICATION RESEARCH METHODS (ONLINE)	3 cr.	R	T	18:30-21:30
CN 6017	PR AND THE NEW MEDIA (ONLINE)	3 cr.	R	T	18:30-21:30
CN 6512	CAPSTONE PROJECT IN COMMUNICATION (ON CAMPUS)	3 cr.	R	W	18:30-21:30
CN 6007	STRATEGIC CORPORATE COMMUNICATION (ON CAMPUS)	3 cr.	E	W	18:30-21:30
CN 6002	ADVANCED MEDIA WRITING AND TECHNIQUES (ONLINE)	3 cr.	R	W	18:30-21:30
CN 6010	MEDIA AND COMMUNICATION THEORY (ON CAMPUS)	3 cr.	R	TH	18:30-21:30
CN 6022	EVENT PLANNING AND MANAGEMENT (ON CAMPUS)	3 cr.	E	TH	18:30-21:30
CN 6460	THESIS IN STRATEGIC COMMUNICATION	3 cr.	R	NA	NA

### **SPRING 2022 / MAY 3 (TU) - JULY 30 (SAT) - TENTATIVE**

CN 6001	PUBLIC RELATIONS STRATEGY	3 cr.	R	M	18:30-21:30
CN 6004	COMMUNICATION FOR THE TOURISM INDUSTRY	3 cr.	E	T	18:30-21:30
CN 6127	QUANTITATIVE RESEARCH IN COMMUNICATION	3 cr.	R	T	18:30-21:30
CN 6011	CRISIS COMMUNICATION MANAGEMENT	3 cr.	R	W	18:30-21:30
CN 6030	MULTIMEDIA APPLICATIONS FOR COMMUNICATIONS	3 cr.	E	W	18:30-21:30
CN 6512	CAPSTONE PROJECT IN COMMUNICATION	3 cr.	R	TH	18:30-21:30
CN 6017	PR AND THE NEW MEDIA	3 cr.	R	TH	18:30-21:30
CN 6460	THESIS IN STRATEGIC COMMUNICATION	3 cr.	R	NA	NA

\*\* THESIS duration: 2 terms or 26 weeks

R: Required

E: Elective