

PBR699 : Public Relations Final Project and Thesis

Students in the Public Relations Final Project and Thesis Course will deliver a capstone project as a requirement for the completion of their graduate education. This project will consist of a detailed public relations plan that demonstrates an in-depth understanding of the knowledge and concepts across the Public Relations Master of Arts Degree Program curriculum. In addition to the digital media public relations plan, students will prepare a website that includes multimedia assets and a channel mix that support the public relations plan criteria and demonstrate a competency in the technical skills, research skills, and writing skills students have acquired in the degree. Students will also deliver a final thesis, which presents an examination of the plan and an analysis of key topics.

Credits 3

Course Length 4 weeks