The U.S. Bureau of Labor Statistics lists public relations as one of the 10 fastest-growing professions, a trend mirrored around the world. In today’s media-saturated culture, public relations and corporate communications are among an organization’s most highly-valued functions, helping companies promote and protect their reputations, as well as their performance.

For more than 25 years, NYU-SCPS has offered professional development programs in public relations, corporate communications, and marketing. Created in 2005 to address the growing need for leaders in these fields, the Master of Science in Public Relations and Corporate Communications program within the NYU-SCPS Division of Programs in Business is already one of the largest and most selective of its kind, providing professional communicators with an important, differentiating credential and expertise essential for success.

AN EXCEPTIONAL DEGREE PROGRAM

The M.S. in Public Relations and Corporate Communications program teaches students the skills they need to become the next generation of professionals from which organizations choose their spokespersons, strategists, and leaders. Coursework covers subjects ranging from public relations writing to media relations, digital and social media, global relations, and investor relations. Students gain a working knowledge of PR through a required core curriculum and choose the remainder of their courses from two concentration areas that match individual interests. Our program provides students the critical advantage necessary to achieve their ambitions, whether they are interested in PR for healthcare, sports, fashion, entertainment, nonprofits, or a host of other specialties.

For more information on the NYU-SCPS M.S. in Public Relations and Corporate Communications curriculum, faculty, and events, visit www.scps.nyu.edu/mspr.
IN AND OF THE CITY

The M.S. in Public Relations and Corporate Communications gives students the unique opportunity to learn from industry pros and perfect their skills in one of the world’s most dynamic public relations marketplaces—New York City. Most major PR agencies and a large number of corporate communications departments are headquartered here, many of which are part of global companies. Graduate students have access to a remarkable array of industry resources and the opportunity to hone their skills in research, planning, communication, and evaluation in dynamic New York City PR environments. Students benefit from NYU’s carefully maintained relationships within the industry, which enhance the academic experience and help build extraordinary professional relationships.

ABOUT THE NYU SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES (NYU-SCPS)

The Division of Programs in Business is one of several comprehensive academic divisions within NYU-SCPS. Established in 1934, the School is one of NYU’s 14 schools and colleges dedicated to academic excellence and innovation. NYU-SCPS captures the expertise of key sectors where New York leads globally: Real Estate; Hospitality, Tourism, and Sports Management; Global Affairs; Philanthropy; Communications Media, Publishing, Digital Arts, and Design; Business, Marketing, and Finance; and the Liberal and Allied Arts, among others. Vibrant professional and academic networks attract full-time undergraduate and graduate students immersed in university life, working professionals in 14 graduate programs, and New Yorkers and visiting students of all backgrounds enrolled in 2,500 continuing education courses, certificate programs, conferences, and seminars annually. NYU-SCPS is widely considered to be the most complete example of NYU’s founding commitment to be “In and of the City”—and of the World.
As we enter our fourth year with 125 students, our graduate program is unusually successful, even by NYU standards. Our faculty are among the world’s most accomplished practitioners, and we are attracting great students.”

John Doorley, academic director and clinical assistant professor, M.S. in Public Relations and Corporate Communications

M.S. IN PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS CURRICULUM

The M.S. in Public Relations and Corporate Communications is a 42-credit program that can be completed in less than two years of full-time study or up to five years of part-time study.

The curriculum consists of core courses that cover the theory, history, and practice of public relations and corporate communications, and courses from two concentration areas to match students’ interests. A practicum, in which students work as a team to solve a communications problem or challenge for a real organization, and a capstone project, a final individual, major research paper, complete the program (see sidebar for details). Courses are offered evenings and weekends to accommodate the needs of working professionals.

The curriculum is frequently updated to ensure that students learn at the leading edge of this dynamic field. For the latest information, visit www.scps.nyu.edu/mspr.

CORE COURSES

Theory, History, and Practice of Public Relations
Communications Ethics, Law, and Regulation
Public Relations Writing Seminar I
Public Relations Writing Seminar II
Managing Media Relations
Managing the Public Relations and Corporate Communications Functions
Strategic Communications
Research Process and Methodology

CONCENTRATIONS (CHOOSE ONE)

PUBLIC RELATIONS MANAGEMENT

Public Relations Consulting
Public Relations in Nonprofit Organizations
Public Relations Specialties
Integrated Marketing
Global Relations and Intercultural Communications

Professor John Doorley and student Lauren Isenman at the United Nations, which published her capstone project.
CORPORATE AND ORGANIZATIONAL COMMUNICATIONS

Public Affairs: Public Opinion and Issues Management
Building Publics: The Employee and Other Constituencies
Investor Relations
Community Relations and Advocacy Communications
Government Affairs

ADDITIONAL REQUIRED COURSES

Practicum
Capstone Project

REAL WORLD CONNECTIONS: THE PRACTICUM AND THE CAPSTONE

Among the most distinguishing features of the M.S. in Public Relations and Corporate Communications at NYU-SCPS are the practicum course and the capstone project, required of all master’s candidates. The practicum calls for students to prepare and initiate a communication plan that meets an actual need of a real organization. Recent practica include a communication plan to promote the 2007 Leadership Summit in Geneva for the United Nations Global Compact; a comprehensive organizational audit to guide the International Communications Consultancy Organization’s future direction and growth; and a plan to help Microsoft promote U.S. immigration policies that favor the entry of highly talented workers.

The capstone project is a major paper that makes a contribution to the field of public relations and is deemed publishable by our faculty. Students have produced notable reports on topics including the use of blogs by Fortune 500 companies, using online games as a PR tool to promote products, and how social media can be employed in the luxury hospitality industry.
A COMMUNITY OF SCHOLARS AND PROFESSIONALS

With the largest international student population of any university in the country and a faculty that represents a similar diversity in background and education, NYU’s classrooms come alive with cultural, professional, and intellectual discourse. Many students in the program already work in the field, while others are setting forth on a new career path.

The academic excellence experienced in the program is the product of a world-class faculty, three of whom authored books (at left) acclaimed within the field and used in our classrooms. Professors are senior executives at preeminent global public relations firms, leading corporations, and nonprofits responsible for crisis and issues management, corporate branding, media relations, event promotion, professional development, business-to-business communications, and corporate reputation management. They have firsthand experience with the essential skills and strategies of traditional, digital, interactive, and social media; speechwriting and press event production; white paper and public policy formation; crisis communication; and integrated media management.

Through classes, workshops, and industry events, students experience their professors’ dedication to academic discovery, eagerness to share their knowledge, and commitment to mentoring and professional advisement.

PROSPECTS FOR GRADUATES

Our graduates have gone on to positions in global public relations agencies, companies large and small, nonprofits, and government agencies. In fact, many students land jobs while in the program, as other students connect peers to their workplaces. The result is a valuable network of students, graduates, and organizations, many of which employ several of our students and alumni, including Bloomingdale’s Corporate Communications; Edelman, the world’s largest independent PR agency; Ketchum; Memorial Sloan-Kettering Cancer Center; and the United Kingdom Consulate.

Another highly productive source of jobs is the PR League, the official student organization that routinely distributes internship and job announcements.

NETWORKING AND PROFESSIONAL EVENTS

Networking is integral to the program, and NYU’s strong industry connections help advance our students’ career goals. Individual consultations with advisors, discussions about job opportunities and trends, and access to alumni in strategic positions are important aspects of the graduate experience. Additionally, a series of seminars and events gives students direct contact with graduates of the program, industry leaders, and executive recruiters. It is all part of a graduate program that teaches the importance of building sustainable relationships with long-term value.
ADMISSION

Applicants should have strong written and oral communication skills. They come from a variety of communication fields, including PR, marketing, and sales; from other areas of business; and from non-profits and government. Some are career changers while others are recent college graduates. For complete admission requirements, a copy of our Progress Report, a schedule of information sessions, or to apply online, visit www.scps.nyu.edu/gradadmissions or call (212) 998-7100.

FINANCIAL AID

Aid for graduate students at NYU-SCPS is available in many forms. Fellowships, merit scholarships, and loans are based on financial need, academic merit, or both. We work with members of the lending community to provide qualified students with low-interest education loan options, including loans for international students. It is recommended that students file for aid as early in the admissions process as possible. Decisions on financial aid are made after admission to NYU. For more information on financial aid opportunities and deadlines, visit www.nyu.edu/financial.aid.

Scholarship opportunities are also available. In 2007, our students were awarded two out of five prestigious, $10,000 Lagrant Foundation scholarships for minority students in communication; Harvard, Howard, and USC-Annenberg each had one winner. In 2008, our students won three out of seven Lagrant scholarships.

THE DIVISION OF PROGRAMS IN BUSINESS

The NYU-SCPS Division of Programs in Business offers numerous opportunities for students to become familiar with the latest developments in their industries, expand their professional networks, and advance their business expertise under the guidance of instructors who are leading practitioners in their fields. The Division consists of five departments: Accounting, Taxation, and Legal Programs; Finance; Leadership and Human Capital Management; Marketing and Public Relations; and Management and Information Technology.

Offering four Master of Science degrees, six graduate certificates, two diploma programs, and a multitude of continuing and preparatory courses and certificate programs, the Division of Programs in Business is dedicated to servicing lifelong learners who want to reach the pinnacle of their respective business professions.

In addition to hosting national conferences, seminars, and industry practitioner series, the division has also become a major provider of corporate learning and training services to multinational business organizations, government agencies, and educational institutions in the U.S. and abroad.

For more information about the Division of Program in Business, call (212) 992-3600 or visit www.scps.nyu.edu/business.

“I was at a small PR agency before I joined the master’s program. Now I head public relations for a major skin care company. To learn from the best PR professionals is a rare opportunity.”

Rob Imig, vice president of public relations U.S., Kiehl’s Since 1851 and shu uemura divisions of L’Oreal USA; student, M.S. in Public Relations and Corporate Communications