

# International Public Relations at Arcadia University

*Global Perspectives...Personal Attention...Real-World Integrative Learning Experiences*

## Faculty

### Program Director

Shekhar A. Deshpande, Ph. D., Professor  
and Chair of the Media and  
Communication Department

Lisa B. Holderman, Ph. D., Associate  
Professor and Director of Undergraduate  
Studies

Alan W. Powell, M.F.A., Associate  
Professor

Michael Dwyer, Ph. D., Assistant Professor  
Andrea-Crivelli Kovach, Ph.D.  
Steve Ryan, M.S., Adjunct Professor

## Degree and Concentrations

### Master of Arts in International Public Relations

#### Concentrations

New Media Marketing  
Health Communication

## About the M.A. in International Public Relations

All master's students, regardless of concentration and in addition to common core course requirements, choose one of the two areas in which to specialize. Each concentration provides training in a specialized area of public relations. Core courses strengthen the fundamental background in event management, law and ethics, and research strategies and social measurements.

The New Media Marketing concentration enables students to use the social and mobile media that have become sharply focused on the direct consumer in public relations means and strategies. The courses cover image management, web strategies, strategic media planning, and writing for the web and new media.

The Health Communications concentration allows students to employ communication

strategies in a burgeoning field of public health. Courses on global health, health education, and program planning and Evaluation provide this specialized background.

Supervised Internships in the student's field of specialization are required and may utilize opportunities in Greater Philadelphia area. Completed Master's thesis culminates the degree program.

### The Profession

Public Relations specialists are some of the most essential components of the business and entrepreneurial world. They enhance the value of the organization and safeguard its business interests while simultaneously promoting the public good. Poised to serve in one of the most dynamic areas of work today, public relations specialists must understand the scope of the media, as well as its technologies and reach. They use varied and appropriate techniques to achieve results for their organizations. The strength of this degree program is the specialized training in the media. Arcadia's graduates are prepared to meet the challenges of this dynamic field in leadership positions. The degree program increases professional level competence in the following areas:

- Media planning and strategies
- A broader global and culturally sensitive perspective
- Use of social and direct-to-consumer media
- Use of emerging, user-savvy technologies
- Strategic image development and management
- Knowledge of law and ethics in the field
- Development and implementation of media strategies in health fields

### About Arcadia's Media and Communication Department

Recognized for its innovative curriculum that prepares students for creative and entrepreneurial careers in the media, the Media and Communication Department

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emphasizes integration between practice and theory while also providing a strong environment and opportunities for global learning. Its curriculum takes a forward-looking approach to new media and prepares students to adapt to a fast-changing and challenging work environment.

Students have taken on successful and formidable positions in the industry through their training in these programs. With a productive faculty with international backgrounds and well-recognized expertise in their fields, the Media and Communication Department provides sound support in the classroom and career planning. The Department also fosters collaboration with other departments on campus, including the Department of Medical Science and the School of Business.

### Admission to the International Public Relations Master's Program

The following are required:

- A graduate application, including personal statements (at least 500 words), to be completed online at [www.arcadia.edu/gradapp](http://www.arcadia.edu/gradapp).
- A bachelor's degree from an accredited institution with a recommended GPA of 3.0 or better with an undergraduate major in communication, media, business, technology or social science disciplines. Applicants with other majors will be considered on an individual basis according to the extent of their undergraduate coursework in these fields.
- One official transcript from each college, university or professional school attended. Transfer credits included on a transcript must include grades earned; if not, an official transcript from the original school must be submitted. Transcripts must be sent from the issuing school in a sealed envelope and contain the appropriate signatures and seals to be considered official.
- Two letters of recommendation. The letters must be of a professional not personal nature. If the student has been out of school five years or less, at least one letter must come from a professor.
- International Applicants: Official results from the TOEFL or IELTS are required for all students for whom English is a second language, except for non-native speakers of English who hold degrees or diplomas from post-secondary institutions in English-speaking countries (e.g. the United States, Canada, England, Ireland, Australia and New Zealand). A course-by-course evaluation of all transcripts by an independent evaluation service based in the United States also is required. International applicants should visit [www.arcadia.edu/international](http://www.arcadia.edu/international) for detailed information on admission requirements and application procedures.

### Expenses

Tuition for 2011-12 is \$670 per credit.

Additional Expenses:

Books and supplies (estimated): \$250

Parking: \$30 per semester (Only required if classes before 4 p.m.)

**Financial Aid:** Graduate students who have been accepted into a degree program and are enrolled for at least 6 credits per semester are eligible to apply for financial aid. Please visit [www.arcadia.edu/financialaid](http://www.arcadia.edu/financialaid) for information regarding required forms and documents, most of which can be submitted online.

Graduate assistantships are available to all students registered for at least 9 credits per semester. Students may apply for assistantships upon acceptance and registration. Questions regarding graduate assistantships should be directed to the Office of Graduate and Undergraduate Studies at 215-572-2925.

**Federal Loans:** Graduate students are eligible to borrow through the federal Stafford Loan and federal PLUS Loan programs. Arcadia University, in partnership with AES/PHEAA, offers the no-fee Arcadia University Preferred

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Stafford Loan Program, which provides students with benefits that include:

- Origination and guarantee fee waivers
- Interest rate reduction during repayment
- Superior administration and servicing

All financial aid paperwork not submitted online should be sent to the Office of Enrollment Management, Attn. Financial Aid. Please e-mail [finaid@arcadia.edu](mailto:finaid@arcadia.edu) or call **1-877-ARCADIA** (1-877-272-2342) with additional questions.

### Academic Policies and Procedures

A grade point average of “**B**” is required for admission to degree candidacy, internship and for graduation. A grade below “**C**” may not be applied toward a degree, and only 6 credits of “**C**” or “**C+**” will count toward a degree. If a failing grade is received (“**C-**” or below), the course may be repeated one time only with the adviser’s permission. No more than two core courses may be repeated.

A student may be dismissed for failing grades or if it is determined by the Department that the student’s conduct is unprofessional. See the general section of the Graduate catalog for more information.

### Requirements for the M.A. in International Public Relations

(39 credits)

#### Core Courses (18 credits)

CM 417	International Public Relations
CM 509	Communication Law and Ethics
BA 603	Contemporary Issues in Leadership
CM 504	Event Management
CM 510	PR Research Strategies/Social Measurements
CM 503	New Media Marketing

#### New Media Marketing Concentration

Any five of the following (15 credits):

CM 511	Crisis Communications
CM 512	Image Management
CM 435	Organizational Cultures
CM 513	Web Strategies/Direct to Consumer Strategies
CM 520	Strategic Media Planning and Evaluation
EN 476	Writing for the Web and New Media

Also required (6 credits):

CM 670	Master’s Project in International Public Relations (3 credits)
CM 526	Internship in Public Relations (3 credits)

#### Health Communication Concentration

The following (15 credits):

EN 416	Writing for Health Industry
PBHE 501	Social Determinants of Health and Disease
PBH 530	Theories and Principles of Health Behavior and Health Education
PBH 587	Global Health Communication*
PBH 630	Program Planning and Evaluation for Health Professionals

Also required (6 credits):

CM 690	Master’s Thesis/Project in Health Communication
CM 689	Internship in Health Communication

### Communication Courses (CM)

CM 417  
**International Public Relations**  
(3 credits)

This course is a study of principles and practices of public relations and the rhetorical concerns of oral and written communication. It surveys strategies, “packaging,” layout and evaluation for various audiences. It emphasizes writing in every stage. It provides introductory preparation for

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public relations careers as well as general background in communications. It includes guest lecturers, frequent short writing assignments and an individual project.

### CM 435 **Organizational Cultures** (3 credits)

This survey of organizations as cultures emphasizes the emerging and established cultures that transcend and incorporate formal structures between groups and individuals. Special emphasis is on diversity in workplace democracy, corporate contexts, and structural and linguistics practices. The course utilizes case studies in studies of organizational cultures, observation, and interpretation and analysis through reading and working with organizations. It provides a balanced consideration of various methodologies in the study of cultures. Individual and group work is emphasized.

### CM 503 **New Media Marketing** (3 credits)

This course utilizes potential uses of new media, including the Internet, digital media, and presentation techniques over the World Wide Web. It develops strategies for successful utilization of the social media, including Twitter, blogs, and Web pages. Emerging patterns of customer use and corporate relations also are explored.

### CM 504 **Event Management** (3 credits)

This course provides comprehensive understanding of the modern event industry and prepares professionals to build their careers in a large field that includes special events, meetings, tradeshow, entertainment, festival management, theater management, and fundraising. The course facilitates theoretical knowledge on managing teamwork, organizing meetings, and completing individual and team tasks on time. Completing this course enables students to work on managing medium- to high-profile gatherings, planning promotional parties to launch new products/ messages, or organizing shareholder events.

### CM 509 **Communication Law and Ethics** (3 credits)

This course covers copyright and trademark law, as well as law related to corporate speech, First Amendment law, defamation, privacy and right to personality. Patent Laws and ownership issues

are covered, as well as comprehensive study and application of the PRSA code of ethics.

### CM 510 **PR Research Strategies** (3 credits)

This course covers communications applications source utilization, field research, including survey construction, focus groups, content analysis, statistical functions and data interpretation. It is a comprehensive approach to a variety of research methods is established for successful PR strategies.

### CM 511 **Crisis Communication** (3 credits)

This course introduces students to crisis communication theory. Students learn application of theory by analyzing and critiquing famous crisis communication case studies. Theoretical lessons are reinforced through the addition of practical elements such as basic media training, mock press conference, environmental scanning, and issue management for a real organization. Learning is further synthesized by developing a crisis communication plan that applies the strategies and tactics covered.

### CM 512 **Image Management** (3 credits)

This is an advanced course in media relations with a diverse set of approaches to determine the strengths and assets of organizations. It explores how popular, traditional and emerging media work to promote image of organizations. It covers non-profit, mid-size and large corporate strategies and also utilizes case studies for image management.

### CM 513 **Web Strategies/Direct to Consumer Strategies** (3 credits)

This practical course develops strategies for using the Web and its technologies to enhance and protect the interest of small and large business establishments. The course is a rigorous workshop to explore and deploy the main assets of new technologies as well as avoiding the pitfalls of using them incorrectly. It follows a dynamic design to respond to the fast-changing and essential world of corporate media based on the Web. Exercises include using the existing tools, from analytics to content management systems, and from deliberate advertising strategies to using diverse media from blogs to Twitter in order to use the new environment to the fullest extent for success in business.

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CM 520  
**Strategic Media Planning and Evaluation**  
(3 credits)

This course develops systematic approaches to the utilization of all media resources through evaluation, planning and assessment steps. It includes asset management, critical nodal points in organizations, resource assessment, goals of the media campaign, and execution of strategic plans.

CM 526  
**Internship in Public Relations**  
(3 credits)

This course is 100 hours of work plus a comprehensive report on an internship in public relations or health communications organizations. Effective goals assessment and work place performance are essential.

CM 670  
**Master's Project in International Public Relations**  
(3 credits)

A comprehensive master's project in public relations is developed under the guidance of a faculty member and presented in front of a campus group as well as on a Web page.

CM 689  
**Internship in Health Communication**  
(3 credits)

This course is 100 hours of work plus a comprehensive report on an internship in Health Communications organizations. Effective goals assessment and work place performance are essential.

CM 690  
**Master's Thesis in Health Communication**  
(3 credits)

A comprehensive master's project in health communication is developed under the guidance of a faculty member and presented in front of a campus group as well as on a Web page.

## Business Courses (BA)

BA 603  
**Contemporary Issues in Leadership**  
(3 credits)

This course studies the role that leadership plays in organizational success with a focus on the importance of emotional intelligence in inspiring and motivating others. It explores the

neuroscience research on the role of emotions in leadership behavior and examines different organizational structures and frameworks with a focus on how leadership adapts to be successful in different organizations. There is a significant focus on individual leadership where students identify their own leadership aspirations, behaviors and styles.

## English Courses (EN)

EN 416  
**Writing for the Health Industry**  
(3 credits)

This is an intensive writing workshop giving students an overview of the health-care communications field. It familiarizes students with research tools (including online databases), interview techniques, and the integration of graphics to enhance text. It develops an understanding of audience and an appreciation for the knowledge-base of the intended reader. It covers the writing and editing of peer-reviewed technical journal articles as well as marketing materials, press releases, newsletter articles, feature and advertising copy.

## Public Health Courses (PBH and PBHE)

PBH 530  
**Theories and Principles of Health Behavior and Health Education**  
(3 credits)

This course introduces concepts, theories, and methods employed by behavioral scientists to develop, implement, and evaluate public health interventions. An overview of psychosocial factors related to health and illness behavior, models of health beliefs and behavior, strategies for health behavior change at the individual, group, and community level is presented. Emphasis is on the theoretical perspective and how theory can be applied to the design and assessment of public health and health promotion programs and interventions.

PBH 630  
**Program Planning and Evaluation for Health Professionals**  
(3 credits)

This course focuses on the design, implementation, evaluation, and critique of health promotion programs designed to change health behavior. It emphasizes the systematic process including conceptual framework, audience research, strategic design, message

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development, pretesting, materials production, developing and implementing a distribution plan, as well as monitoring, and evaluation.

PBH 501

### **Social Determinants of Health and Disease**

(3 credits)

This course is a survey of the dimensions of health and disease from three perspectives: the U.S. historical experience with health and disease; the social context of health and illness, including the health-care system and policy issues; and choices in healing, integrating conventional and complementary therapies.

PBH 587

### **Global Health Communication\***

(3 credits)

This course provides the student with the opportunity to demonstrate how to use communication in public health interventions. This course is based on the premise: "You Cannot Not Communicate!" Communication occurs through a variety of channels including intrapersonal, interpersonal, group and mass mediated. The course examines how communication is used in public health fields.

*\*Pending approval.*