

W. PAGE PITT SCHOOL OF JOURNALISM  
AND MASS COMMUNICATIONS

## HEALTH CARE PUBLIC RELATIONS MASTER'S EMPHASIS

### 30 HOURS

Required courses:

JMC 600—Proseminar in Graduate Studies  
JMC 601—Theory of Mass Communication  
JMC 602—Mass Communications Research  
JMC 604—JMC Law and Ethics  
JMC 612—History of Mass Communication  
JMC 620—Public Relations in Health Care  
JMC 539—Public Relations Campaign Management  
JMC 501—Multi-Media Writing (required if no  
JMC background)  
CL 105—Medical Terminology  
(required if no background in health care)  
EDF or PSY 517—Statistical Methods/Intermediate  
Behavioral Statistics

Choose remaining required hours from:

JMC 537—Public Relations Writing  
JMC 641—Web/Online Strategies  
CMM 574—Health Communication  
HCA 600—The Health Care System  
HCA 640—The Health Care Professional  
OR HCA 655—Health Care Marketing  
JMC 508—Strategic Communications Research

“With health care reform in flux, along with increased focus on public reporting of data, quality outcomes and illness prevention, public relations and communications professionals are expected to have the knowledge to provide advice and implement strategies on these complex issues.” ~*Public Relations Society of America, the largest organization in the United States, composed of public relations professionals.*

The School of Journalism and Mass Communications offers a flexible graduate program in journalism and mass communications with a health care public relations area of emphasis. The program accommodates persons with or without an undergraduate degree in journalism and with or without mass communications or professional public relations experience. Career interests should include public relations positions in health care organizations or agencies that work on public relations health care campaigns.

This area of emphasis covers public relations campaigns for medical services and organizations (both internal and external audiences; research, planning, communicating, and evaluating), writing and other public relations tactics for health care audiences, the use of public relations in the health care setting in time of crises, media relations in health care, privacy laws, budgeting, and the use of social media in health care organizations.

Admission to the master's programs requires:

- a completed admission form,
- an earned bachelor's degree, and
- a 3.0 undergraduate gpa (on a 4.0 scale) and a total score of 370 on the Graduate Record Exam (GRE), OR
- a 2.5 to 2.99 undergraduate gpa (on a 4.0 scale) and a total score of 396 on the GRE.

MAKE YOUR MARK. LEAVE YOUR LEGACY.



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College of Arts and Media

