

MESSAGE FROM THE DIRECTOR

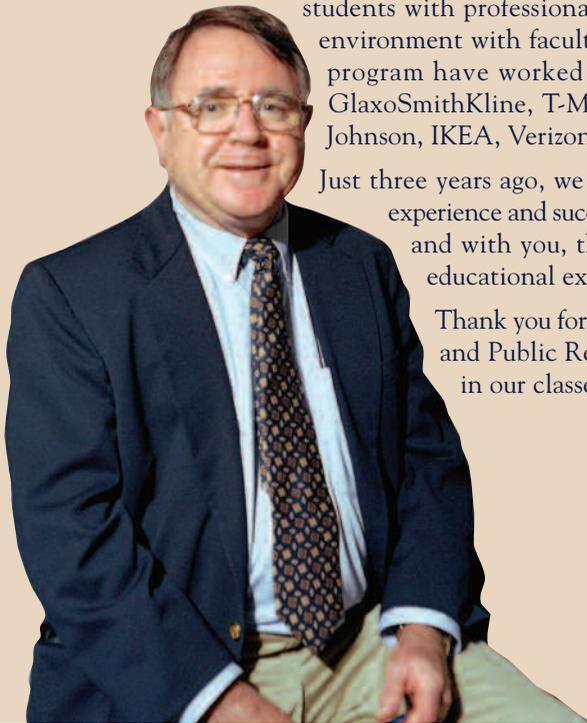
Fifty years ago, men and women practicing “international public relations” had to travel on propeller-driven planes and endure several hours’ flying time across the globe to offer their expertise to “foreign” customers. Now, the world is simply a mouse-click away, and the interaction of companies with their clients is more dynamic and more important to a firm’s survival than ever before.

It’s an exciting age for communication and for public relations. That’s one reason I am pleased to welcome students into the Master of Arts in Professional Communication and Public Relations, a joint venture between the University of New York/Prague and La Salle University in Philadelphia. Prague, like Philadelphia, stands at the center of the revolutionary changes in communication that have marked the past decade. New and more efficient technologies continually reinforce the central role that communication and well-trained communication professionals are playing in the marketplace, governments, and global society.

Started in 1994, the master’s degree program at La Salle University has established its reputation for attracting bright and energetic students with professional experience they can bring to the classroom. Our courses create an interactive environment with faculty and students sharing and learning together and by association. Students of the program have worked and been promoted at prestigious national and international organizations: GlaxoSmithKline, T-Mobile, Radio Free Europe, South Africa Embassy (Czech Republic), Johnson and Johnson, IKEA, Verizon, Prudential Insurance, and Merrill Lynch, to name but a few.

Just three years ago, we expanded our program to Prague, Czech Republic. Now with that international experience and success, we are pleased to continue our collaboration with University of New York/Prague, and with you, the students gathered in Prague. With your involvement, we can use this shared educational experience as a basis for a better understanding of our cultures and our world.

Thank you for your interest in La Salle University’s master’s degree in Professional Communication and Public Relations. Please contact me if you have any questions. I look forward to seeing you in our classes.



Gerard Molyneaux, F.S.C., Ph.D.
Director, Master’s Degree Program in
Professional Communication and Public Relations/Prague, Czech Republic

MESSAGE FROM THE PRESIDENT

We are intensely focused on students, helping them achieve their potential and preparing them for the social, political, moral, and religious challenges of contemporary society. This is in keeping with the more than 300-year-old tradition of the De La Salle Christian Brothers to which the University proudly remains faithful.

We are pleased to bring this tradition of student-centered education to our partnership with the University of New York/Prague. The Master’s Degree Program in Professional Communication and Public Relations features faculty from one of La Salle University’s most successful programs and is designed to serve the needs of Czech professionals.

My best wishes for your success in the program.

Michael J. McGinniss, F.S.C., Ph.D.
President



PROGRAM DESCRIPTION

Organizations face many challenges communicating in a global economy. From executives to employees to activists, organizations must interact with a variety of key stakeholders and diverse publics. Prague is at the center of these global trends, with a growing market economy, a mature political system, and a well-developed mass media system. International public relations experts agree that these are the ingredients necessary for the development of a sophisticated public relations profession.

If awareness of this economic and political environment has led you to an interest in increasing your understanding of public relations and improving your public relations and communication skills, then La Salle University's Master of Arts in Professional Communication and Public Relations may be the right program for you.

This program is broad in scope and provides opportunities to explore issues that apply to your professional and personal interests. Since 1994, this master's degree program has offered U.S. students the course work, research tools, and practical applications that are necessary for substantive professional development.

One of the program's strengths is its practical focus. While learning theory and mastering research methods throughout the year, you will also be applying communication principles to case studies and your own real-life situations. Most of the students in the program will be working professionals or recent graduates with some background in communication, mass media, journalism, and similar fields.

This 36-credit program is designed for completion of classroom work in one year's time, January to December, with additional time allotted to complete the practicum, a program in which students apply what they have learned to their jobs in the marketplace and earn academic credit for their performances.

La Salle University faculty members stand committed to teaching excellence and bring a mix of academic preparation and professional experience to the classroom. A collaboration of educators and professionals from various nations, this faculty offers a global perspective that has viable local application.

The Master's Degree Program in Professional Communication and Public Relations at La Salle University in Philadelphia, organized in cooperation with the University of New York/Prague, seemed to be tailor-made for my purposes and educational background. Today, having completed more than half of the courses, I can say that I made the right choice. In the Czech Republic, the program provides a unique opportunity to learn from top-ranking international experts with profound academic background. The concept of public relations they present is much broader than how this field is perceived in our country at the present time. Our instructors put great emphasis on ethical issues, the creation of mutual understanding, and the PR professional's social responsibility.

—Alice Smoljaková, Czech Republic



Graduation in Prague, Czech Republic



COURSES

Approaches to Public Relations

This course examines public relations as the management of communication between an organization and its various internal and external stakeholders. It examines theoretical and conceptual frameworks with an eye toward the practical application of appropriate decision-making, research analysis, design, implementation, and evaluation strategies.

Approaches to Organizational Communication

This course provides advanced study of the theoretical and conceptual aspects of organizations and organizational communication. The course also explores methods of analyzing and evaluating organizational communication networks and the planning and developing of communication intervention strategies. Students will learn how to apply the principles and theories of organizational communication in designing and evaluating examples of various forms of internal and external communication.

Research Methods

This course introduces graduate students to qualitative and quantitative research methods, particularly the practical aspects of designing and implementing surveys and focus groups. Students will learn to assess the relevant aspects of publics and issues to plan and evaluate communication programs and campaigns.

Professional Communication Ethics

This course will examine a range of ethical theories regarding human behavior in professional and mediated contexts. It is also designed to give students a number of opportunities to apply and critique those theories in a range of hypothetical and real-life situations.

Persuasion

This course focuses on the different theories, approaches, and research methods used in a variety of communication contexts with a focus on how to make effective decisions and how to adopt appropriate message strategies. Students will learn to apply the theories and principles of persuasion in evaluating and designing effective and ethical persuasive messages and campaigns.

Public Relations Campaigns

This course will introduce students to the process of planning and implementing public relations campaigns. Students will examine techniques for developing and managing public relations campaigns for internal and external audiences. Students will also review the effectiveness of historic and contemporary public relations campaigns.

Presentational Skills

This course focuses on the development and enhancement of public presentation skills. It covers the theoretical background for speaking in different types of public situations but concentrates primarily on speech preparation and skill development.

Practicum I and II

The practicum is designed to allow students to apply what they have learned to their own jobs or organizations. Students are expected to create and complete a project that provides some benefit to the organization. The project is supervised by someone in the organization who reports to the practicum coordinator on the students' progress.

Practicum I involves creating a proposal for the project and meeting with the practicum coordinator. The proposal will include a literature review, objectives for the project, techniques to be used in completing the project, and a timetable. Students will submit proposals in early December. Once the project is approved, they will then have the next three months (December, January, and February) in which to complete it. Periodically, students will submit reports about their progress with the project.

During Practicum II, students will submit a written report on their project and make a formal oral presentation to the practicum coordinator and other students in the program. At the completion of the practicum project, students will submit a dossier containing all appropriate materials related to the project. They will also submit a written report, which will serve as the basis for their formal oral presentation of the project to the practicum coordinator, practicum students, and other students in the graduate program.

Integrated Marketing Communication

This course provides an overview of the strategic management of the various communication functions to create and maintain mutually beneficial relationships

essential to an organization's success. Through case studies and exercises, students will learn how to integrate public relations, advertising, publicity, marketing, and sales to present internal and external stakeholders with a consistent message and identity to shape and reinforce the organization's brand.

Special Topics

This course focuses on a specialized area of interest to public relations and communication professionals. Although topics will vary, each is designed to augment communication knowledge and skills through analysis, discussion, and activities centered on the particular topic. Sample topics include: conflict management, interpersonal communication, group process, and culture and communication.

Professional Writing for Media and Promotions

This course will introduce students to the process and practices of professional writing, a key career skill. In addition to exploring the strategy behind using written pieces, students will learn to create written materials for internal and external purposes. Assignments may include press releases, media kits, newsletter articles, reports, résumés, and cover letters.

Communication Training and Development

This course provides students with a theoretical and practical overview of training and development. As a complement to the study of organizational communication, students will learn how professionals identify communication needs and then design, deliver, and assess employee learning, training, and development initiatives.



LA SALLE UNIVERSITY FACULTY

The Professional Communication and Public Relations faculty integrate academic and pragmatic experiences into their teaching, providing the opportunity for students to apply their knowledge and skill both in the classroom and in the workplace. This emphasis on theory and method, combined with the practical focus, enables students to apply the communication principles they acquire to their professional situations.

Brooks Aylor, Ph.D.

University of Arizona

- Presentational Skills
- Research Methods

Will Barnard, Ph.D.

Provost, University of New York/ Prague

Marianne Dainton, Ph.D.

The Ohio State University

- Communication Theory
- Research Methods
- Interpersonal Communication
- Small Group Communication

Rocco DeCicco, M.A., Communication

Rutgers University, New Jersey

- Integrated Marketing
- Dynamic of Global Organizations
- Global Marketing

Rosanne L. Hartman, Ph.D.

The State University of New York, Buffalo

- Organizational Communication
- Small Group Communication

Sotiris Karagianis, M.B.A.

University of Strathclyde, Glasgow

- Training and Development
- Organizational Behavior

John Kennedy, M.A., Journalism

University of Oregon

- Professional Writing
- Global Communication
- Public Relations

Phaedon Kidoniatis, Ph.D. (cand.)

Middlesex University, U.K.

Academic Coordinator, Graduate Program
at New York College/Athens

- Integrated Marketing
- Corporate Public Relations
- Practicum Program Coordinator

Susan Labman, M.A.

La Salle University

- Interpersonal Communication
- Oral Communication

Pamela Lannutti, Ph.D.

University of Georgia

- Interpersonal Communication
- Research Methods

Jenepher Lennox-Terrion, Ph.D.

The State University of New York, Buffalo

- Oral Communication
- Organizational Communication
- Consulting

Christine McGuire, M.S., Counseling Psychology

University of LaVerne, California

- Persuasion
- Conflict Management

Gerard Molyneaux, F.S.C., Ph.D.

University of Wisconsin

Program Director

- Practicum
- Film Study and Criticism
- Writing

Todd Nesbitt, Ph.D.

Charles University

Academic Coordinator, Graduate Program
at University of New York/Prague

- Mass Communication
- Practicum Program Coordinator

Robert O'Brien, M.A.

Pennsylvania State University

Member, Communication Department
Advisory Board

- Public Relations
- Integrated Marketing

Sophia Protopapa, Ph.D. (cand.)

University of Leicester, U.K.

- Organizational Communication

Tess Slavickova, Ph.D. (cand.)

University of Leicester, U.K.

- Persuasion
- Writing

Michael Smith, Ph.D.

Purdue University

- Public Relations
- Organizational Communication
- Public Relations Campaigns

Mike Soal, M.B.A.

University of Cape Town

- Professional Writing
- Corporate Public Relations
- Advertising

Lynne Texter, Ph.D.

The State University of New York, Buffalo

- Public Relations
- Research Methods
- Public Relations Campaigns

Elaine Zelley, Ph.D.

Pennsylvania State University

- Ethics
- Group Communication
- Interpersonal Communication
- Research Methods





A graduate receives her La Salle University diploma.

Admission Requirements

To be accepted into the program, a student must submit:

- A completed, signed application, which includes a personal statement about how this program will assist with professional and personal goals;
- An official transcript of all university-level work attempted or completed;
- A copy of a university degree document;
- A current résumé or C.V. It is strongly recommended that the student be employed during the period of enrollment in the program;
- Two letters of recommendation from those who can address the candidate's ability and motivation for enrolling in the program;
- A TOEFL score of at least 580 (written version) or 237 (computer version) All candidates should be fluent in written and spoken English;
- A personal interview with a designated La Salle or University of New York/Prague official.

La Salle University does not discriminate against any applicant because of age, creed, race, gender, national origin, disability, or sexual orientation.

For more information, contact:

Will Barnard
University of New York/Prague
Legerova 72
120 00 Prague 2
Czech Republic

-or-

Gerard Molyneux, F.S.C., Ph.D.
Director of Graduate Program in Professional Communication
and Public Relations/Prague, Czech Republic
La Salle University
Philadelphia, PA 19141-1199 USA

A recent survey of employer attitudes and opportunities for students holding a master's degree in professional communication produced the following employer perceptions. The degree would:

- Make qualified applicants more competitive for positions;
- Increase earning power if relevant to job responsibilities;
- Be valuable to some employees seeking job advancement;
- Be as valuable as an M.B.A. for applicants for some managerial positions.



LA SALLE UNIVERSITY
MASTER OF ARTS
IN PROFESSIONAL COMMUNICATION
AND PUBLIC RELATIONS

PRAGUE

