2026-27 Academic Year

PUBLIC RELATIONS MANAGEMENT

Master of Science in Organizational Management (MSOM)

Earn your Master of Science in Organizational Management (MSOM) with a focus in Public Relations Management and develop the advanced communication skills organizations demand. Designed for professionals interested in strengthening how organizations connect with their audiences and stakeholders, this program prepares students to lead strategic communication efforts across a wide range of industries. Students build strong problem-solving abilities while gaining practical experience in writing and editing, social media strategy, crisis communication, and the effective use of emerging communication technologies. Graduates are equipped to influence decision-making, manage organizational messaging, and support public trust through clear, ethical, and persuasive communication. The skills gained in this program are highly valued by employers and can be applied strategically in governmental, nonprofit, and for-profit organizations.

fast facts

No entrance exams required

Credit hours: 36 (two years full time)

Cost per credit hour: $427.45 *($261.90 tuition + $165.55 fees)*

Degree offered: Master of Science in Organizational Management (MSOM)/Public Relations Management

Delivery method: Online

Department: Communication Arts

School: Arts and Humanities

focus on results

Skills Learned

- Strategic public relations for business, education, and politics
- Social media and digital engagement
- Media planning, branding, and messaging
- PR leadership and crisis management
- Persuasive communication and advocacy
- Organizational and stakeholder communication
- Ethical and culturally informed communication

Possible Careers

- Public relations specialist
- Digital strategy specialist
- Communications manager
- Media relations manager
- Speechwriter
- Marketing specialist
- Writer or journalist
- Brand or content strategist
- Government relations specialist

Types of Employers

- Large businesses and corporations
- Public relations firms
- Marketing / advertising agencies
- TV and broadcast companies
- Online and digital media outlets
- Government offices / agencies
- Political campaigns and advocacy organizations
- Non-profit and community organizations

recognized for excellence

Wayne State College's Public Relations Management master's degree is offered fully online as part of its nationally recognized graduate programs, combining affordability, flexibility, and leadership-focused curriculum for public relations professionals.

Best Online Master's in Organizational Management
WSC was recognized among the Best Online Master's in Organizational Management Programs for 2026 by My Degree Guide.

Most Affordable Online Master's Degrees in the U.S.
Wayne State College was ranked among the Top 10 most affordable online master's degree programs in the nation by *Intelligent.com* for 2025.

Program courses

2026-27 Academic Year

The following courses are required for the program of study described on this sheet. Every effort is made to ensure this information is current, but please be aware that some content may have changed. To develop a plan for registering and taking these courses, please consult the current academic catalog and your advisor.

MSOM core courses (18 hours)

PED 622 Stats Applications/Data Analysis 3

Select one of the following 3

- CNA 665 Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (3)
- EDU 603 Introduction to Educational Research and Design (3)
- PED 650 Research Design (3)

Leadership

Students who would like a leadership emphasis in their program of study may, with permission from their advisor, take two leadership courses as part of their 12 hours. The second course would be substituted for a course in one of the other three areas.

Select one of the following 3

- BUS 627 Ethics in Leadership (3)
- BUS 665 Leadership Seminar (3)
- CNA 661 Research in Leadership (3)

Communication

Select one of the following 3

- BUS 620 Managerial Communication (3)
- CNA 675 Legal Topics in Media and Communication (3)

Organizational behavior

Select one of the following 3

- BUS 690 Seminar in Organizational Behavior (3)
- CNA 648 Advanced Organizational Communication (3)

Conflict management and organizational psychology

Select one of the following 3

- BUS 628 Dispute Resolution Management (3)
- CNA 617 Topics in Argumentation and Persuasion (3)
- PSY 535 Industrial/Organizational Psychology (3)

Public Relations Management focus area (18 hours)

CNA 626 Social Media and PR Management 3
CNA 653 Media Planning in Advertising and Branding 3
CNA 659 Public Relations Leadership 3
CNA 671 Media, Culture, and Society 3
CNA 694 Focus Area Exit Benchmark 0
Thesis, Scholarly Project, or Internship 6

questions? contact:

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