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Dear Dr. Queener:

Thank you for the opportunity to review IUPUI's proposed MA in Public Relations. As the president of the Hoosier Chapter, Public Relations Society of America, I really appreciated reviewing the proposal and found it rewarding!

First, I am thrilled to see the integration of business classes from the Kelley School of Business into this proposed program. As a public relations professional who has gone through an MBA program, I have long advocated for public relations programs to include business courses. PR professionals should have basic financial literacy to best counsel their organizations and companies.

Additionally, the dual-track option is exciting. The push of the life sciences industry in Indiana is a natural opportunity for IUPUI, and there is no better institution from a brand perspective to take this lead than IUPUI given its role as the Health and Life Sciences campus of Indiana University.

Other feedback:

I like the independent study class. It is a valuable concept and could allow for great creativity!

A knowledge of visual/graphic design is valuable to a public relations professional, but I wonder if your proposed Computerized Publications Design class could be integrated into another course? In short, is an entire class on computerized publications design the best use of a master's degree student's time? That said, if a student is not as strong in that area, he or she would find a class dedicated to that topic valuable, and the student who does not require additional learning in that area would just take another course.

Regarding the course in Public Relations for Not-for-Profit Organizations, it occurs to me that no other "sector-specific" generalist courses are being offered through this new master's program (i.e. investor relations for corporate communicators). Is there a purposeful "singling out" of nonprofit? Is there an interest in attracting not-for-profit/nonprofit professionals when compared to corporate or other? Given the fact that this master's degree program could attract people from across the United States, other "industry specific" course offerings might be valuable. After all, most life sciences companies are private or public companies, not nonprofits (although I realize that locally many health care organizations are not-for-profit). **I am in no way suggesting that a nonprofit course isn't valuable;** I'm merely pointing out that because that course is the only industry-specific generalist course offering, the program might come across as appealing to only a specific audience.

Another aspect of the program I am wondering about is at what time a student would declare his/her concentration. My hope would be that it such declaration would be toward the end of the program, or that the program offers flexibility to declare the concentration at the time appropriate for the student.

I was not able to locate a description of the course Public Relations Design within the information that was supplied.

Regarding the name of the master's degree program, is there a way to name the program so that it gives a clear indication to outside parties that this master's program is unique because it offers classes via the Kelly School of Business and/or it offers a health care/life science track? This could be valuable from a marketing standpoint.

Finally, given the rapid changes in organizations today, I think it would be valuable to make Advanced Organizational Communications a core course rather than an elective. Too little emphasis or consideration is given to change management in today's organizations, and making that class a core course could be another way of differentiating the program.

While I offer several suggestions and/or ideas above, it's obvious from reading the abstract and program description that IUPUI has done a lot of due diligence with this proposed program. Again, thank you for the opportunity to review this proposal. I feel fortunate to have played a small role in hopefully seeing this master's degree program get off the ground.