

## **Master of Arts in Public Relations Proposal Review**

The required PR courses in theory, research & eval, management, planning and campaigns seem to be appropriate and sound.

I really don't understand the selection of the business courses. Those chosen as electives would not be my choices. The business core courses fall short of what I find I need as a senior practitioner in public relations. Other courses offered by Kelley on-line that are critical for senior level management would include courses that focus on managing human resources-514, strategic management and business planning-560, and project management using software such as Project Primavera-E700. I would love to enroll in one or all of these courses and actually will be taking a project management class this fall if not with Kelley with a certified project manager at IvyTech,

My take is that today's top management expects its senior administrators/managers in public relations to be able to handle enterprise-wide projects that encompass many offices and significant resources. For example, I have taken on the role of project manager of the School's Web Site Content Management System that is an enterprise-wide project including all departments and medical education centers so competence in project management is critical.

The other area in business that would be critical to anyone who will be engaged in Marketing Communications is Applied Marketing Research. It is essential to senior communicators that they understand market research and, in fact, you'll find that many such as Fred Bagg and Rebecca Carl at Clarian have the MBA.

I think that this is a great start toward creating a highly competent and knowledgeable public relations cadre to serve the life sciences and technology businesses in Indiana and look forward to seeing this become a highly sought-after degree. I'd be happy to chat with you if you think I could offer anything of value.