

Masters of Arts in Public Relations Proposal Review

* First of all, I think it's great that IUPUI will offer a masters program in public relations which will likely be in direct competition with Ball State's existing offering. Indianapolis has a good base of top-level communications professionals and a strong Public Relations Society of America chapter. Adding this program will only help build our local talent base further, potentially helping the PR industry grow and thrive here even more than today and help supply good strategic communicators for organizations in our community, and ultimately strengthening our local economy.

* I also applaud IUPUI for recognizing the growth of the health/life sciences industry in Central Indiana and for working to train additional communications professionals to fill important roles in these institutions.

* When I first started to review the proposal documents, the one thing I was most interested in seeing in the graduate program was a strong emphasis on developing business acumen. I was delighted to see how closely aligned your program will be with the Kelley School of Business.

* Please also pass along my complements to the Kelley School of Business. The school is doing a good thing by recognizing the important role communications professionals play in today's high performing organizations.

* In looking at the additional objectives for the health care/life sciences track on page three, I thought another good addition include some reference to understanding health policy.

* I do question the effectiveness of the Internet courses and would urge you to gravitate toward offering as many of these courses as live courses as possible. This may just be a personal preference and I'm sure you have data to prove the value of Internet courses, but I've not found to be very useful.

* The objective focusing on competency in extensive applied research in public attitudes and behaviors is good.

* Offering a course on science writing is excellent! I would consider requiring this course, or strongly suggesting it, for students in the health care/life sciences track along with a health policy course.