

Interested in pursuing a communication graduate degree with a concentration in public relations and marketing or strategic communication?

The University of Denver (DU) offers several programs that effectively prepare you for a profession in the field of communication, public relations, marketing, doctoral research, and beyond. These programs are unique and structured to meet the diverse needs of students.

To help you identify which program is the best fit, we have listed below some of the key differences in emphasis and approach of the [Public Relations and Marketing](#) concentration offered at [University College](#) and the [Strategic Communication](#) concentration offered at the department of [Media, Film and Journalism Studies](#).

	UNIVERSITY COLLEGE Public Relations/Marketing concentration of the MPS in Organizational and Professional Communication	MEDIA, FILM & JOURNALISM STUDIES The Strategic Communication concentration of the MA in Media and Public Communication
Designed for:	For mid-career professionals	For early-career professionals
What students get:	Develop instrumental skills, tactics and strategy to elevate your managerial responsibility Build on your experience to increase your contribution to the field	Gain strategic and tactical communication skills, grounded in theory and honed in practice Prepare to take on management roles and become a transformational leader
Faculty:	Mostly part-time, practitioner faculty Faculty share perspectives and knowledge from years of experience in the field	Mostly full-time faculty with PhDs Faculty combine years of professional experience with cutting-edge research in the field of communication and media studies
Course delivery:	Courses offered in the evenings on campus or online (15:1 student to faculty ratio) Scheduling flexibility for busy, mid-career professionals both in Denver and out of state	On-campus, small (10:1 student to faculty ratio) classes that maximize personal contact with professors and fellow students Individual advising and mentoring to build lifelong relationships with faculty and peers Full time and part-time flexibility to accommodate career professionals working full or part-time

	UNIVERSITY COLLEGE Public Relations/Marketing concentration of the MPS in Organizational and Professional Communication	MEDIA, FILM & JOURNALISM STUDIES The Strategic Communication concentration of the MA in Media and Public Communication
Instructional approach:	Practice-based learning, building on students' prior and current professional experiences	Hands-on, practice based and student centered learning, informed by theory Courses address critical social and cultural issues
Applying content:	Focus on learning to apply principles and skills in current work settings	Work individually and in teams to design and implement public communication campaigns for nonprofit clients Assess how communication can address social and organizational goals in local, national and international contexts
Concentration level learning outcomes:	Identify audiences and understand consumer behavior Execute creative communication plans Manage organizational identity and reputation Write for target audiences Measure the impact of public relations and marketing efforts	Become effective, ethical and theoretically informed communicators, who can connect with diverse audiences across various media platforms Learn how legal, political, and cultural factors shape and are shaped by media and public communication Academic teaching experience: Competitive Graduate Teaching Assistantships (GTA) positions provide deepened engagement with public communication through teaching and research
Culminating experience:	Capstone project or seminar <ul style="list-style-type: none"> Identify a problem in your professional field and use research to develop a solution 	Students choose one of the following: <ul style="list-style-type: none"> Complete a for-credit internship with a professor's mentorship build your network of professional contacts Write a thesis, based on original research, to develop proven expertise in an area of interest to you
Tuition:	Flat per-credit hour tuition rate of \$599	Per-credit hour tuition rate of \$1,199, which may be discounted based on your individual funding and scholarship plan
Scholarships:		Full or partial tuition scholarships and Graduate Teaching Assistantships are available and awarded based on merit