

Columbus International University Online Higher Education Campus

International/Global Communication Bases:

North America, South/Latin America & Europe: Panama City

Africa, Middle-East Asia & Asia-Pacific/Oceania: Hong Kong

Columbus Graduate School of Business & Management

Program: Master of Business Administration (MBA) in Public Relations Major

Program Structure

MBA Core Modules

1. Entrepreneurship and Innovation
2. Marketing Management
3. Operations Management
4. Financial Management
5. Accounting
6. Corporate Responsibility and Business Ethics
7. Business Economics
8. Human Resource Management
9. Strategy
10. Organizational Behaviour
11. Leadership Development

Public Relations Major Modules

12. Information Technology, Mass Media & Society
13. Persuasion in the Media
14. Public Speaking
15. Public Opinion & Propaganda
16. Public Relations Methods
17. Public Relation Audit
18. Publication Design
19. Public Relations Writing
20. International Public Relations