



MBA-LEVEL STRATEGIC COMMUNICATIONS COURSE APPLICATION FORM

Preparing future business leaders to meet the demands of a fast-changing marketplace requires a strategic understanding of communications — specifically, how to manage brand reputation, gain consumer trust and achieve business results.

In partnership with leading business schools, the PRSA MBA/Business School Program assists educators in introducing MBA-level strategic communications courses, grounded in reputation management fundamentals, into their institutions' curricula.

Faculty and administrators from five founding schools worked with PRSA volunteers and staff to create and test the program. Support also was provided by the Arthur W. Page Society and the PRSA Foundation. Paul Argenti, professor of corporate communications at Dartmouth College's Tuck School of Business, has played a critical role in developing the course content, based on his work over the past 30 years, and continues to be involved in revising and updating it.

MBA Course Resources

To meet the specific needs of individual MBA programs, the PRSA MBA/Business School Program provides flexible full-semester, "mini-mester" and seminar formats, and covers such areas as corporate communications, integrated marketing communications, investor relations, corporate social responsibility (CSR), government relations and crisis communications.

To help you introduce strategic communications course work at your institution, PRSA offers:

- Sample Syllabus for a Full Semester Course, Mini-Mester Course and One-Day Seminar easily modified to fit your course needs from Paul Argenti, professor of corporate communications, Tuck School of Business, Dartmouth College.
- [Article](#), "Developing A New Generation of PR-Savvy Business Leaders," by Judy Phair, APR, Fellow PRSA, chair, PRSA MBA/Business School Program, and president, PhairAdvantage Communications, LLC.
- Counsel from fellow communications educators at partner MBA programs, such as Dartmouth, Northwestern or William and Mary, on introducing this program.

Application Process

- Review the course resources.
- Complete and submit the application form on the following pages.

PRSA can coordinate a conference call or in-person visit to help you get started. Educators at partner MBA programs would be happy to speak with you about the program, and PRSA can provide additional implementation tools and counsel.

For more information, please connect with Jeneen Garcia at Jeneen.Garcia@prsa.org or (212) 460-1466.



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We submit (COLLEGE OR UNIVERSITY NAME) _____ and its graduate program in business administration for consideration to participate in PRSA's MBA-level program in Strategic Communications/Reputation Management.

If selected, (COLLEGE OR UNIVERSITY NAME) _____ will do the following:

1. Offer an MBA-level Strategic Communications/Reputation Management course during the coming academic year that meets these criteria:
 - Course content is focused on teaching the strategic role of communications
 - It is offered as a required course or an elective
 - It will be offered on at least an annual basis
 - It is taught in the classroom or online
 - The syllabus covers content similar to that in the sample
 - PRSA will need to review/approve syllabus for participating schools
2. Allow its name/likeness to be promoted by PRSA as a participant in the program for graduate schools of business, including in press releases and similar publicity materials, and on PRSA's website.

review/approve all public relations and marketing collateral before it is publicly disseminated
3. Provide course evaluations to PRSA MBA Committee during varying timeframes:
 - Mid-point (if school conducts mid-point course evaluations)
 - Completion of the course's first semester or session (for seminar formats of the initiative)
 - End of subsequent semesters/sessions
4. Maintain a confidential database of all course evaluations. They will be used by PRSA and participating schools to gather information for continuous improvement of the program
5. **OPTIONAL:** Offer a participating faculty member or administrator as a spokesperson for media interviews regarding the success of the program and the value of strategic communications for future business leaders



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PRSA has designed this program for universities that have a clear understanding of and commitment to strategic communications. As the program is multi-dimensional, PRSA welcomes a wide range of institutions to participate. All candidates will be evaluated carefully. Please submit the following materials with this application form:

- CV of the faculty member who will be teaching the course
- The intended course format to be offered (select one):
 - full semester
 - summer session
 - mini-mester
 - intensive one-day seminar
- University accreditations
- Statement of University's interest in and commitment to this program, as well as educational goals (limit to 150 words)

PLEASE ATTACH ANY ADDITIONAL SUPPORTING MATERIALS FOR REVIEW BY THE PRSA MBA COMMITTEE.

Note from PRSA: The submission of materials is optional. These materials may include but are not limited to: an MBA program description or background piece, faculty member biographies and course evaluations, references, and honors or awards.

DIGITAL SIGNATURE _____

DATE _____

