

PUBLIC RELATIONS CERTIFICATE

The certificate in Public Relations develops participants' knowledge and skills related to strategic communication and prepares students for careers in public relations specialties.

Classes are offered in both traditional classroom and online formats.

Courses will be scheduled online frequently enough to complete the requirements for the certificate over a two-year period online.

Post-secondary Certificate - Public Relations

Summary

Code	Title	Hours
Required Courses		3
Electives		3
Total Hours		6

Degree Specific Credits: 12

Required Cumulative GPA: 2.0

Required Courses

Code	Title	Hours
Complete all of the following courses:		
COMX 351	Principles of Public Relations	3
JRNL 270	Reporting the News	3
Total Hours		6

Minimum Required Grade: C-

Electives

Code	Title	Hours
Complete two of the following courses:		
COMX 343	Persuasive Speaking and Criticism	3
COMX 352	Public Relations Portfolio	3
COMX 424	Risk, Crisis, and Communication	3
COMX 431	New Media Skills	3
JRNL 140A	Intro Radio/Audio Storytelling	3
JRNL 257A	Beginning Video and Photojournalism	3
JRNL 300	First Amendment and Media Law	3
JRNL 332	Social Media and Audience	3
JRNL 400	Ethics & Trends in News Media	3
JRNL 433	Marketing Your Work	3
Total Hours		6

Minimum Required Grade: C-