Public Relations

Official Program Checksheet

Why Choose a Public Relations Certificate?

As the first nationally certified Public Relations program in the state of Michigan (and less than 30 in the U.S.), Ferris State's Public Relations Program will give you the skills and knowledge to excel. The four courses required for the certificate provide students with more content and experience than many programs offer in their entire major. With employment growth rates in public relations projected to be more than 24% through 2018, gaining additional skills in PR will significantly enhance your current major.

Research shows that excellent written and verbal communication skills are one of the most sought after trait of potential employers. A certificate in PR from Ferris will help give you these skills. You will learn how to build positive relationships with an organization's key target groups to improve long-term reputation, goodwill, and the bottom line. You will learn to create and implement strategic communication material such as press releases, speeches, events, videos, social media, and interviews. A certificate in public relations from Ferris will give you a solid foundation in business communication and will be a strong asset in your career development.

Career Opportunities

Students with PR skills are in high demand in all industries as smart and savvy business communication specialists. The real-world training in this curriculum gives students a foundation for creating material in corporations, agencies, nonprofit, and government organizations. Job titles include work in media relations, sales promotion, public advocacy, human resources, speech writing, account executive, event planning, and broadcasting.

Admission Requirements

- Applicant should show proof of high school graduation with a 2.35 GPA. If it is determined by the COB Dean's Office/SAA that regular program admission criteria should be met in order to complete the certificate successfully and be a contributing member of the course, all college transcripts should be submitted to the Admissions Office. Once admitted, an advisor will be assigned by the College of Business in the certificate program.
- Dual enrolled/concurrent students must complete their high school degree (provide transcript) before the certificate will be granted from FSU.
- Students wishing to pursue a bachelor or associate's degree must meet the admission criteria for the program. This criteria review is initiated when the “Program Change Form” request is processed through the COB Dean's Office/SAA.
Graduation Requirements

You will receive the Public Relations Certificate after completion of the requirements for the certificate with a minimum 2.0 grade point average.

No more than 50% of the credits in this certificate may be transferred from another institution, nor will the certificate be granted if more than 50% of the certificate credits are specifically required in the students major.

More Information

Marketing Department
119 South Street, Business 212
Big Rapids, MI 49307-2284
Phone: 231-591-2426
Email: MKTG@ferris.edu