

Public Relations • Certificate

Why Choose a Public Relations Certificate?

Building positive relationships with key groups of people is vital to the success of any organization whether it be a business, branch of government, health care provider, non-profit organization, or social service agency. Public relations role is to help build those relationships through strategic communications programs designed to enable the organization to achieve its goals and objectives.

A certificate in Public Relations provides you the knowledge and skills to produce and apply basic public relations tools, techniques and tactics. You will learn how to write and edit articles for news media, write speeches for senior executives, develop internet and intranet websites, produce videos and DVDs, and publish newsletters, annual reports and brochures. You will learn how to do employee communications, work with mass media, develop community affairs programs, work with government agencies and politicians, raise funds and recruit members, etc.

All of this will add significant value to your education as you enter the job market and progress through your career. Studies show that writing and verbal communication skills and the ability to apply them effectively in your job are key factors in hiring and promoting employees. A public relations certificate will help you develop those skills and will be a strong asset in your career.

Admission Requirements

Any person who is admitted to the University is welcome to seek the attainment of this certificate. You must provide evidence of graduation from high school with a 2.35 grade point average.

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.

Required Courses

| | | Credit Hours |
|--|--------------------------------|--------------|
| PREL 240 | Public Relations Principle | 3 |
| PREL 341 | Public Relations Writing\Tools | 3 |
| PREL 342 | Public Relations Tactics\Plans | 3 |
| PREL 350 | Public Relations Ethics\Law | 3 |
| Minimum credit hours required for certificate: | | 12 |



More Information

Marketing Department
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The College of Business is accredited by the Association of Collegiate Business Schools and Programs (ACBSP.)
http://www.acbsp.org/p/st/ld/sid=s1_001

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