

Public Relations Certificate

Public Relations Certificate Requirements

16-18 credits

| Code | Title | Hours |
|------------------------------------|--|-------|
| Required Courses: | | |
| MDIA 1130 | Introduction to Media Writing | 3 |
| MDIA 1500 | Introduction to Media Tools | 3 |
| MDIA 2300 | Introduction to Public Relations | 3 |
| MDIA 4580 | Advanced Public Relations | 3 |
| MDIA 2340R or MDIA 4440R | Public Relations Practicum I Public Relations Practicum II (ALPP) | 1-3 |
| Complete one (1) of the following: | | |
| MDIA 3450 | Social Media Campaigns | 3 |
| MDIA 3480 | Social Media Production | 3 |
| MDIA 4640 | Advanced Media Writing | 3 |

Completion Requirements:

1. Grade C- or higher in each Discipline Core Requirement and Discipline Elective Requirement course.
2. GPA 2.5 or higher Discipline Core Requirement and Discipline Elective Requirement courses.

Public Relations Certificate Program Learning Outcomes

At the successful conclusion of this program, students will be able to:

1. Implement successful campaign strategy and messaging for the benefit of key publics using historical information from campaigns.
2. Evaluate and analyze public relations campaigns to determine success.