

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.