

# Public Relations Certificate

---

## Public Relations Certificate Requirements

### 16-18 credits

| Code                               | Title                                | Hours |
|------------------------------------|--------------------------------------|-------|
| Required Courses:                  |                                      |       |
| MDIA 1130                          | Introduction to Media Writing        | 3     |
| MDIA 1550                          | Introduction to Media Tools          | 3     |
| MDIA 2300                          | Introduction to Public Relations     | 3     |
| MDIA 4580                          | Advanced Public Relations            | 3     |
| MDIA 2340R                         | Public Relations Practicum I         | 1-3   |
| or MDIA 4440R                      | Public Relations Practicum II (ALPP) |       |
| 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.