

PUBLIC RELATIONS, CERTIFICATE

Overview

The Professional Certificate in Public Relations enables students to advance their skill set and understanding of public relations strategies and tactics, as well as the best practices used in the public relations and strategic communications industries. This 18-credit undergraduate certificate focuses on the strategies used in public relations campaigns including public relations writing, media relations, audience research and engagement, crisis communication, social media and digital PR.

Requirements

Blocks

Blocks notate the prescribed order of coursework. Courses within each block may be taken at the same time.

Course ID	Title	Credits
Block 1		6
MDES 2200	Principles of Public Relations	
MDES 2210	Media Research	
Block 2		6
MDES 3210	Digital Public Relations	
MDES 3220	PR Writing	
Block 3		6
MDES 3240	PR Case Studies	
Choose 1 of the following:		
MDES 2110	Media Ethics & Equity	
MDES 2120	Media Law	
MDES 3250	Non-Profit Communication	
MDES 3260	Health Communication	
MDES 3230	Media Relations	
MDES 3270	PR Event Planning	
MDES 4200	Strategic Corporate Communication	
Total Credit Hours		18