

PUBLIC RELATIONS CERTIFICATE

The Professional Certificate in Public Relations teaches the fundamentals of public relations and how organizations utilize digital and mass media to manage their brands, promote their products and services, maintain their reputations, and address or mitigate crises in public view.

Requirements

Course ID	Title	Credits
PRPA 2610	Princ of Public Relations	3
PRPA 2010 or PRPA 2050	Ethical Issues in Media Media and the Law	3
PRPA 2650	Public Relations Writing	3
PRPA 3610	Public Relations Campaigns	3
Total Credit Hours		12