

# PUBLIC RELATIONS, CERTIFICATE

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## Overview

The mission of the Media + Design program is to provide students with the research and problem-solving skills necessary to create strategic, innovative, cultural and socially significant communication solutions. Students will understand how communication can create change through design, public relations and digital media marketing. Upon graduation, students of SoPA's Media + Design program will be prepared to enter a highly competitive workforce in the industries of graphic design, interactive design, public relations, digital media marketing and advertising.

The Professional Certificate in Public Relations enables students to gain an 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

Course ID	Title	Credits
<b>Block 1</b>		<b>6</b>
MDES 2200	Principles of Public Relations	
MDES 2210	Media Research	
<b>Block 2</b>		<b>6</b>
MDES 3210	Digital Public Relations	
MDES 3220	PR Writing	
<b>Block 3</b>		<b>6</b>
MDES 3240	PR Case Studies	
<b>Choose 1 of the following:</b>		
DDSN 1100	Digital Design Foundations	
DDSN 2601	Digital Storytelling	
MDES 2110	Media Ethics & Equity	
MDES 2120	Media Law	
MDES 3230	Media Relations	
MDES 3250	Non-Profit Communication	
MDES 3260	Health Communication	
MDES 3270	PR Event Planning	
MDES 3280	Crisis Communication	
MDES 4200	Strategic Corporate Communication	
<b>Total Credit Hours</b>		<b>18</b>

Program String and Field of Study: PACER\_GR, MDPB

## Contact

For more information, contact the School of Professional Advancement (<https://sopa.tulane.edu/degrees-programs/certificates/professional/public-relations/>).