

# Public Relations Certificate

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## 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	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.

### 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.