

Public and Media Relations, Graduate Certificate

There is growing demand for communication professionals with digital media skills and a strategic perspective on brand and reputation management. According to the Bureau of Labor Statistics, employment of public relations specialists and managers will grow by 12 percent and 13 percent, respectively. The Graduate Certificate in Public and Media Relations is designed to prepare communication professionals who focus on external stakeholders for the challenges of a rapidly changing industry. This program focuses on developing strategic communication plans, crafting compelling messages, and performing audience research, while preparing students with the latest skills in digital platforms, tools, and techniques.

Program Requirements

Complete all courses and requirements listed below unless otherwise indicated.

Required Courses

Code	Title	Hours
PBR 6100	Introduction to Public Relations	3
PBR 6135	Public Relations Strategy and Planning	3
PBR 6710	Public Relations Research: Understanding External Audiences	3

Elective Courses

Code	Title	Hours
Complete 7 quarter hours from the following:		7
CMN 6025	Digital Era Skills: Platforms, Tools, and Techniques	
CMN 6045	Leveraging Digital Technologies: Strategy, Assessment, and Governance	
CMN 6050	Crisis Communication	
CMN 6075	Digital Marketing Analytics	
DGM 6290	Social Media and Brand Strategy Implementation	
DGM 6550	Search Engine Optimization: Strategy and Implementation	
PBR 6001	Communications Technology Lab	
PBR 6125	Community Relations and Corporate Social Responsibility	
PBR 6130	Public Relations Content Development	
PBR 6140	Advanced Public Relations Content Development	

Program Credit/GPA Requirements

16 total quarter hours required

Minimum 3.000 GPA required