

PUBLIC RELATIONS COMMUNICATION CERTIFICATE

Code	Title	Hours
COMM 2500	Social Media I: Introduction to Social Media	3
COMM 3720	Introduction to Public Relations	3
COMM 4270	Special Event Planning	3
	or COMM 3610 Speech Writing	
COMM 4640	Public Relations Case Studies	3
COMM 4630	Public Relations Campaigns	3
Total Hours		15

Public relations professionals manage community relations between an organization and the public. In this certificate program, students will learn how to:

- strategize about the public facing side of organizations
- manage public relations campaigns
- manage social media feeds for an organization
- engage in strategic crisis communication
- write press releases for an organization
- write speeches for organizational events
- plan special events (such as fundraisers) for organizations
- client management