

PUBLIC RELATIONS COMMUNICATION CERTIFICATE

Code	Title	Hours
COMM 3720	Introduction to Public Relations	3
COMM 4630	Public Relations Campaigns	3
COMM 4640	Public Relations Case Studies	3
Total Hours		9

- Public relations professionals manage community relations between an organization and the public. In this certificate program, students will learn how to:
- PLO 1: Strategize about the public facing side of organizations
- PLO 2: Manage public relations campaigns
- PLO 3: Manage social media feeds for an organization
- PLO 4: Engage in strategic crisis communication
- PLO 5: Write press releases for an organization
- PLO 6: Illustrate successful use of the public relations process or develop strategic public strategic public relations campaigns
- PLO 7: Integrate the theory and practice of communication