

# PUBLIC RELATIONS, CERTIFICATE

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Requirements for an undergraduate certificate may be completed at any campus location offering the specified courses for the certificate.

## Certificate Learning Objectives

- The student will develop a critical understanding of the contexts in which public relations operates, the changing dynamics and ethical considerations within the profession, and the value of public relations to society as a whole.
- The student will have a comprehensive grasp regarding the role of theory, research, assessment, and evaluation methods in the public relations process.
- The student will develop consistent and progressive skills in the area of public relations writing, including, but not limited to, print, broadcast, and digital media.
- The student will learn to conceive and implement a variety of wide-range public relations strategy methods regarding campaign development.
- The student will acquire a keen understanding of the public relations practitioner's role in managing the relationship between an organization and various media channels, including a working knowledge of graphic design and the use of social media technologies.
- The student will strengthen presentation skills relevant to public relations roles through individual and group assignments.