PR Certificate Requirements

Requirements for Graduation:

To fulfill the degree requirements for graduation you must complete 15 semester hours, including required courses, with a GPA of 3.00 or better on a 4.00 scale and achieving a passing grade of "C" or above for any course.

MMAJ 551: Public Relations Foundations 3 s.h.

Focuses on the roles and responsibilities of public relations professionals, theories and principles of public relations, and public relations programming. Students will work to develop knowledge, expertise and skills that lead to professional competence in the field. As part of their study, students will also consider the legal and ethical dimensions of public relations, and develop a public relations writing portfolio.

MMAJ 573: Public Relations Ethics and Professional Responsibility 3 s.h.

Addresses the ethical and moral dimensions of the public relations practice, and prepares students to understand the ethical responsibilities of the public relations professional. Through case studies, analysis of current events, and hands-on exercises, this course provides students with the knowledge and skills necessary to reach and justify ethical decisions in a range of situations. Throughout, students work to build a sense of personal and professional responsibility in public relations.

MMAJ 574: Public Relations Cases and Campaigns 3 s.h.

Using public relations cases and campaigns as models, this course examines the development of public relations strategies along with the tactical communications and actions that were instituted to achieve organizational goals. Public relations programs directed toward employees, the news media, the community, the consumer, governmental officials and agencies, stockholders and other relevant groups are included in the course.

MMAJ 575: Principles of Integrated Communications 3 s.h.

This course examines the theories and techniques of integrated communications, including public relations, advertising, marketing, sales promotions, and personal selling. It explores how all forms of communications work together to achieve organizational objectives and contribute to its overall "brand." In this course, students will also learn how to research and evaluate a company's marketing and promotional situation, and use this information to develop effective integrated communications strategies and programs.

MMAJ 642: Advanced Public Relations Writing 3 s.h.
Provides advanced instruction in writing for the public relations profession. Focuses on the methodology and execution of specific projects including news releases and media kits, crisis communication plans, backgrounders, annual reports, feature stories, speeches and presentations, and websites. Stresses planning and research, message strategy, and ethical and legal responsibilities. Students will produce written pieces suitable for a professional portfolio.