

COMMUNICATION: PUBLIC RELATIONS CERTIFICATE

Related CSCU Transfer Ticket Program

- Communication Studies - CSCU Transfer Degree, AA

Program code: COMM-CC-PR

Location: Capital, Manchester

Program Description

The certificate program in Public Relations, bridging the disciplines of communication and business, is designed to appeal to several populations: new students considering a degree program in communication, employees in other areas of communication seeking retraining, and students with associate or bachelor's degrees seeking rapid certification in the skills necessary for entry-level positions in public relations. The program is designed for maximum flexibility. Students who are already proficient in specific areas of communication or technology will be able to fill in the voids in their training by customizing their courses to their individual needs. Similarly, students seeking a broad range of training in all areas relevant to public relations—including marketing, written and oral communications and effective use of social media—will achieve a generalist's knowledge.

Learning Outcomes

1. Design, implement and evaluate a marketing/PR campaign.
2. Write for internal and external publications with an understanding of the needs of the target audiences.
3. Establish media contacts.
4. Serve as an effective spokesperson for an organization or business.
5. Apply ethical principles to decision making and crisis management.
6. Understand the role of the public relations practitioner within the context of mass communication.
7. Understand the impact of print and broadcast media on the practice of public relations

Certificate Requirements

Code	Title	Credits
Required Courses		
ENG 1010	Composition	3
COMM 1306	Social Media in Contemporary Society	3
COMM 1401	Journalism	3
BMKT 2010	Principles of Marketing	3
COMM 1301	Public Speaking	3
COMM 1304	Introduction to Public Relations	3
Total Credits		18

The Communication curriculum offers three degree options. Students may not complete more than one associate's degree in this area but additional certificates may be earned.

- Communication: Digital Media Production Certificate
- Communication: Human Communication, AS
- Communication: Journalism, AS
- Communication: Media Production, AS
- Communication: Visual Communication Certificate