

Public and Media Relations, Graduate Certificate (Online)

The Graduate Certificate in Public and Media Relations is designed to prepare communication professionals who focus on external stakeholders for the challenges of a rapidly changing industry. This program emphasizes developing strategic communication plans, crafting compelling messages, and performing audience research while preparing students with the latest skills in digital platforms, tools, and techniques.

Program Requirements

Complete all courses and requirements listed below unless otherwise indicated.

Required Courses

Code	Title	Hours
PBR 6700	Introduction to Public Relations	3
Complete 9 semester hours from the following:		9
PBR 6710	Public Relations Research	
PBR 6715	Public Relations Strategy and Planning	
PBR 6720	Public Relations Content	
PBR 6725	Crisis Communication	
PBR 6730	Promotional Campaigns	
PBR 6735	Content Marketing: Becoming a Trusted Resource	

Program Credit/GPA Requirements

12 total semester hours required

Minimum 3.000 GPA required