

Public Relations, Undergraduate Certificate

The Certificate in Public Relations ~~integrates essential professional skills with contemporary communication theory and research to provide a grounded sequence based on the recommendations of the Public Relations Society of America and the National Communication Association. To earn the certificate, students must complete a minimum of 24 credit hours in the designated courses.~~ offers a sequence of courses that will prepare students for a successful career in public relations. This writing-intensive certificate program includes a selection of required and elective courses that integrate practical knowledge of the public relations industry with communication planning and research tactics needed in today's ever-changing world. The sequence of courses is based upon the latest report from the Commission on Public Relations Education and the certification requirements of the Public Relations Society of America. To earn the certificate, student must complete a minimum of 21 credits in the designated courses with a grade of "C" or better.

Required ~~Coursework~~ Courses

COMM 1150	Introduction to Public Relations	3
COMM 2180	Public Relations Writing	3
COMM 3330	Research Methods in Communication I	3
COMM 3358	Communication in Public Relations	3
COMM 3360	Media and Health Communication	3
COMM 3370	Social Media in Public Relations	3
COMM 4100	Communication Campaigns	3
COMM 4199	Applied Strategic Communication ¹	3
or COMM 4950	Internship in Applied Communication	

Elective Coursework (minimum of 6 credit hours required):		6
COMM 1050	Introduction to Mass Communication	
COMM 1135	Communication Theory	
COMM 1369	Introduction to Health Communication	
COMM 2231	Communication in the Organization	
COMM 2232	Effective Communication in the Organization: Tools for Leadership	
COMM 2240	Persuasive Communication	
COMM 3150	Crisis, Disaster, and Risk Communication	
COMM 3330	Research Methods in Communication I	
COMM 3370	Social Media in Public Relations	
COMM 3395	Special Topics in Communication	
MEDIA ST 3355	Media Law and Regulation	
MKTG 3700	Basic Marketing	
MKTG 3721	Introduction to Digital Marketing Strategies	
Total Hours		24 21

¹ COMM 4199 may count toward internship credit for the BA Communication degree.

For more information on this certificate, please contact the Department of Communication and Media's Public Relations Coordinator.

Sign-offs from other departments affected by this proposal

Department	Contact Person	Phone #	Objections
S006300	Haim Mano		No

Rationale

The PR Certificate has been around for many years, but was grandfathered into the system and has never been through the CBHE approval process. Public Relations is one of the ten most-requested majors from prospective applicants that UMSL does not yet have. By strengthening the certificate, seeking CBHE approval and certification from the Public Relations Society of America (PRSA), the department is seeking to better meet this need. The certificate's curriculum has been revised to align with the structure of the communication program and to keep up to date with changes in the field. Courses that are no longer offered have been eliminated from the curriculum and courses addressing skills that students need have been added. The new curriculum has also been designed to align with the guidelines of the PRSA, whose certification the department intends to seek.