

COMMUNICATIONS STUDIES

PATHWAYS CERTIFICATE: PUBLIC RELATIONS COMMUNICATION ASSISTANT – 18 CREDITS

CAREER DESCRIPTION

Opportunities in the communication field are growing at a faster-than-average rate. Students who earn four-year degrees in communication may choose to work in such fields as media or broadcasting, journalism, public relations, marketing, education, or business leadership, among others. Degrees can be earned in any of these specializations at four-year colleges and universities. The Communication Studies coursework at UCC prepares students for career applications and transfer into four-year degree programs. Students may choose from one of three program areas of concentration: Journalism, Public Relations/General Communication, or Speech.

This certificate will represent coursework completed in the Communication Studies area that applies to positions such as public relations specialists or other communication-related jobs such as marketing, sales, journalism and advertising.

Students who complete this certificate will have demonstrated skill in analyzing needs of different publics, listening, developing persuasive messages, understanding the history and influence of mass media, writing for the media, problem solving, team work, decision-making, and applying relevant theories to work and public situations.

PROGRAM OUTCOMES

Students who successfully complete the Public Relations Communication Assistant Pathways Certificate will:

1. Apply ethical principles to communication tasks, including decision-making and the crafting of public messages
2. Practice systemic critical thinking processes related to communication issues, developing tactical strategies, and implementing creative solutions
3. Critically analyze and evaluate written, verbal, and nonverbal messages

4. Communicate effectively and appropriately with diverse and multicultural audiences using appropriate speaking, listening, and writing skills
5. Take responsibility for establishing collaborative work settings; conceptualize, organize, participate in and actualize teams in a creative, flexible, and collegial manner.
6. Develop, maintain and nurture relationships in professional contexts
7. Project a professional and personable image (includes utilizing appropriate language, attire, nonverbal signals, technology, and document presentation)
8. Demonstrate a clear ability to interview, research, plan, secure resources for, initiate, complete and evaluate projects and events.
9. Use information technology effectively and efficiently to conduct research and to create and deliver messages.

PATHWAYS CERTIFICATE — Public Relations Communication Assistant

18 Credits — Recommended Sequence for Students (Students should see an advisor to customize their educational plan.)

SEQUENCE

Intro to Public Relations
J 205 3 CR

Writing for the Media
J 251 3 CR

Persuasive Speech
SP 112 3 CR

Introduction to
Mass Communication
J 211 3 CR

Listening
SP 105 3 CR

CREDITS
18

In addition to required courses (listed above) students must complete 3 additional credits from the following:

Writing Web Pages
CIS 125H 2 CR
OR Journalism Production
J 215 1-3 CR
OR Layout Basics
VC 121 3 CR

NOTES

Scheduling requirements may prevent all courses from being offered every term. Consultation with an advisor is critical to student's selection of courses.

Please see an advisor for a degree planning worksheet for this program.