

## COMMUNICATIONS STUDIES

### Public Relations Communications Assistant Pathway Certificate

#### PROGRAM MISSION

The mission of the Public Relations Communication Assistant Pathway Certificate is to prepare students for employment in Public Relations and various communication-related jobs by educating them in the fundamental concepts, knowledge, and field techniques needed for career success.

#### PROGRAM DESCRIPTION

The 18-credit Public Relations Communication Assistant: Pathway Certificate is designed to provide targeted study in the area of communications and to prepare students for employment in customer service positions, as well as in other communications-related jobs, including marketing and sales.

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: Pathway 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. Use information technology effectively and efficiently to conduct research and to create and deliver messages

#### CAREER CONSIDERATIONS

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

#### PROGRAM COURSE REQUIREMENTS

##### Year One

CIS 125H or J 215 or VC 130	Writing Web Pages Journalism Production Introduction to Photoshop	2 1-3 3
J 211	Intro to Mass Communication	3
J 251	Writing for the Media	3
J 205	Intro to Public Relations	3
SP 105	Listening	3
SP 112	Persuasive Speech	3

**Total Credits 18**