

COMMUNICATIONS STUDIES

Public Relations Specialist One-Year Certificate

PROGRAM MISSION

The mission of the Public Relations Specialist One-Year Certificate is to prepare students for employment in Public Relations and communication-related jobs by educating them in the fundamental concepts and knowledge needed to communicate effectively and collaboratively with stakeholders in public.

PROGRAM DESCRIPTION

The Public Relations Specialist One-Year Certificate 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.

Though individuals who work in the public relations field as specialists generally have a bachelor's degree, this certificate may lead to some entry-level public relations positions (e.g., assisting with event coordination or meeting planning, developing marketing tools and press releases, etc.) or related areas in marketing and sales.

PROGRAM OUTCOMES

Students who successfully complete the Public Relations Specialist 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. Demonstrate an understanding of and act in the mediating role of the professional communicator within organizations, between organizations, and between the organization and the general public
7. Develop, maintain and nurture relationships in professional contexts
8. Project a professional and personable image (includes utilizing appropriate language, attire, nonverbal signals, technology, and document presentation)
9. Demonstrate a clear ability to interview, research, plan, secure resources for, initiate, complete and evaluate projects and events

10. 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 of these specializations at four-year colleges and universities.

PROGRAM COURSE REQUIREMENTS

Year One

BA 101	Intro to Business	4
BA 238	Professional Selling	3
CIS 125H	Writing Web Pages	2
J 215	Journalism Production	2
J 251	Writing for the Media	3
MTH 105	Math in Society (or higher)	4
SP 105	Listening	3
SP 111	Fundamentals of Public Speaking	3
VC 130	Introduction to Photoshop	3
WR 121	Academic Composition**	4
Approved Elective***		3
BA 223	Principles of Marketing*	3
J 205	Intro to Public Relations	3
J 211	Intro to Mass Communications	3
SP 112	Persuasive Speech	3
Approved Elective***		3

Total Credits 50

* For BA223, students must pass BA101 with a C or better.

** For WR121, students must pass writing placement exam with at least a minimum score of 78 OR must pass WR115 with a C or better.

*** Two electives required from the list of Approved Electives on this page.

Approved Electives:

BA 165	Customer Service	3
BA 214	Business Communication	3
SP 218	Interpersonal Communication	3
SP 219	Small Group Discussion	3
WR 227	Technical Writing	4

* For WR 227, students must pass a WR 121 course or equivalent with C or better.