

# Program Change Proposal

Date Submitted: 10/01/13 7:45 pm

## COMM-UC1: Certificate in Public Relations

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### Certificate in Public Relations

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~~ 27 credit hours in the designated courses.

#### Required Coursework

<a href="#">COMM 1150</a>	Introduction To Public Relations	3
<a href="#">COMM 3358</a>	Communication In Public Relations	3
<a href="#">COMM 3360</a>	Media & Health Communication	3
<a href="#">COMM 3370</a>	Social Media in Public Relations	3
<a href="#">COMM 4035</a>	Integrated Approaches-Public Relations, Advertising, & Promotion	3
<a href="#">COMM 4100</a>	Communication Campaigns	3
<a href="#">COMM 4199</a>	Applied Public Relations	3
or <a href="#">COMM 4950</a>	Internship In Applied Communication	
Elective Coursework (minimum of 6 credit hours required):		6
<a href="#">COMM 1050</a>	Introduction To Mass Communication	
<a href="#">COMM 1135</a>	Communication Theory	
<a href="#">COMM 2231</a>	Communication In The Organization	
<a href="#">COMM 2232</a>	Effective Communication In The Organization: Tools For Leadership	
<a href="#">COMM 2240</a>	Persuasive Communication	
<a href="#">COMM 3330</a>	Research Methods In Communication I	
<a href="#">COMM 3395</a>	Special Topics In Communication	
<b>Total Hours</b>		<del>24</del> 27

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

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Sign-offs from other departments affected by this proposal

None

## Rationale

Because competence in digital/social/online media has become mandatory for practitioners in the industry, COMM 3370 is being added to the certificate's requirements. The course proposal for COMM 3370:Social Media in PR was submitted at the same time as the program change. Although the addition of COMM 3370 increase the hours required to earn the PR certificate, the new course will make students more competitive in the PR industry upon graduation. Because competence in digital/social/online media has become mandatory for practitioners in the industry, COMM 3370 is being added to the certificate's requirements. The course proposal for COMM 3370:Social Media in PR was submitted at the same time as the program change. Although the addition of COMM 3370 increase the hours required to earn the PR certificate, the new course will make students more competitive in the PR industry upon graduation.