

# PUBLIC RELATIONS, CERTIFICATE

Requirements for an undergraduate certificate may be completed at any campus location offering the specified courses for the certificate.

## Program Description

The Certificate in Public Relations offered at Penn State Behrend is designed for communication and business majors who wish to focus their supporting or non-business supporting coursework in a specific professional communication area. The certificate is also designed for working professionals interested in developing their skill-set in public relations. The foundation of the certificate is developed in the Media Writing, Introduction to Public Relations, and Public Relations Media and Methods courses. Students are then allowed to choose one additional advanced course to complete the 12 required hours.

## What is Public Relations?

Public relations is the art and science of trying to create strong relationships and goodwill between an individual or an organization and the public. It differs from advertising as it does not usually use paid messaging.

## You Might Like This Program If...

- You are creative.
- You have strong oral and written communication skills.
- You think strategically and can formulate plans quickly.
- You are pursuing a communications- or business-related degree.

## Program Requirements

To earn an undergraduate certificate in Public Relations, a minimum of 12 credits is required.

Code	Title	Credits
<b>Prescribed Courses</b>		
COMM 315	Applications for Media Writing	3
COMM 370	Public Relations	3
COMM 471	Public Relations Media and Methods	3
COMM 472	Public Relations Event Planning	3
or COMM 473	Public Relations Campaigns	

## Certificate Learning Objectives

- The student will develop a critical understanding of the contexts in which public relations operates, the changing dynamics and ethical considerations within the profession, and the value of public relations to society as a whole.
- The student will have a comprehensive grasp regarding the role of theory, research, assessment, and evaluation methods in the public relations process.
- The student will develop consistent and progressive skills in the area of public relations writing, including, but not limited to, print, broadcast, and digital media.
- The student will learn to conceive and implement a variety of wide-range public relations strategy methods regarding campaign development.

- The student will acquire a keen understanding of the public relations practitioner's role in managing the relationship between an organization and various media channels, including a working knowledge of graphic design and the use of social media technologies.
- The student will strengthen presentation skills relevant to public relations roles through individual and group assignments.

## Academic Advising

The objectives of the university's academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee's unit of enrollment will provide each advisee with a primary academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/32-00-advising-policy/>)

## Erie

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## Career Paths

The certificate in Public Relations can be pursued by students in most Penn State Behrend degree programs and as a stand-alone credential for nondegree students. It documents that you have taken courses in a specific and practical skill set, and is a particularly useful complement to communications and business degrees. Penn State Behrend has a comprehensive support system to help you identify and achieve your goals for college and beyond. Meet with your academic adviser often and take advantage of the services offered by the Academic and Career Planning Center beginning in your first semester.

## Careers

Professional experience in public relations can lead to careers in content management, public affairs, event coordination, lobbying, public information, sports information, account management, digital and social media management, marketing, marketing communications, development, technical writing, and brand management.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES WITH A CERTIFICATE IN PUBLIC RELATIONS (<https://behrend.psu.edu/school-of-humanities-social-sciences/academic-programs-1/certificate-programs/public-relations-certificate/>)

## Opportunities for Graduate Studies

A certificate in the liberal arts, particularly when added to a major program outside of the liberal arts, demonstrates to graduate school admissions committees your commitment to interdisciplinary thinking.

MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES  
(<https://behrend.psu.edu/school-of-humanities-social-sciences/academic-programs-1/certificate-programs/public-relations-certificate/>)

## Professional Resources

- Public Relations Society of America (<https://www.prsa.org/>)

## Contact

### Erie

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<https://behrend.psu.edu/school-of-humanities-social-sciences> (<https://behrend.psu.edu/school-of-humanities-social-sciences/>)