Specialty Certificate in Public Relations

The Specialty Certificate in Public Relations is designed to prepare students to engage in promoting or creating good will for individuals, groups, or organizations by preparing, writing, presenting and/or posting favorable publicity material that can be released through various media channels, including social media.

The public relations certificate can prepare students for careers such as Public Relations Specialist, Public Information Officer, Communications Specialist, Corporate Communications Specialist, Public Affairs Specialist, Public Relations Account Executive, Communications Director, Public Relations Coordinator and more.

For additional information contact:
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Specialty Certificate in Public Relations

Upon successful completion of the Certificate, each graduate will be able to:

- Demonstrate familiarity with the theoretical framework used for public relations
- Differentiate the variety of tasks performed by public relations practitioners in the various professional contexts in which public relations is practiced
- Develop the skills essential to good public relations writing that are characterized by precision, clarity and economy
- Employ the 4-step public relations process to the public relations goals of at least two clients
- Design public relations materials for at least two clients on campus or in the surrounding community in service learning projects

Two 18 Credit Tracks

**Strategic Written Communication Track:** Designed for returning students who have recently lost marketing and advertising related jobs OR business related majors who want to complete the certificate

**Strategic Corporate Communication Track:** Designed for returning students who have recently lost print and broadcast journalism related jobs OR Communications majors who want to complete the certificate

**Required Courses**

There will be 3 required courses for each track.

- Two required courses for both tracks:
  - SPC 125-Introduction to Public Relations and SPC 225-Writing for Public Relations Campaigns
- Required for **Strategic Written Communication Track:** ENG 165-Journalism
- Required for **Strategic Corporate Communication Track:** MKT 111-Principles of Marketing

**Elective Course List**

Nine credits of electives will be selected with the help of the Discipline Coordinator/Director. The courses will be selected from the list below.

- SPC 120-Public Speaking
- SPC 202-Persuasion
- SPC 230-Communication in Organizations
- COM 100/160-Mass Media & Society/Media Literacy Workshop
- ART 148-Computer Graphics 1
- ART 149-Page Layout & Design
- MKT 131-Advertising & Promotion
- MKT 211-Electronic Advertising