

Public Relations Leadership

Graduate Certificate in Public Relations Leadership

CERTIFICATE CODE - CG53

The Public Relations Leadership Certificate is offered exclusively online with no on-campus classroom attendance required.

The Public Relations Leadership Certificate intends to prepare professional students for careers leading the public relations department for a company or running their own PR firm. Students will be exposed to course work focused in applied public relations, crisis communication, internal communications and C-suite leadership.

The program is taught by a diverse faculty who are recognized leaders in their fields.

Program Format

The program's academic year consists of five accelerated terms corresponding to the University's existing parts of term: Early Fall (August–October), Late Fall (October–December), Early Spring (January–March), Late Spring (March–May) and Summer (May–July).

Certificate Requirements

Code	Title	Hours
Minimum cumulative GPA of 2.75 required.		
Minimum grade of C- required in all courses provided that a cumulative 2.75 GPA is maintained.		
IMC 528	Applied Public Relations	3
IMC 531	Crisis Communication	3
IMC 537	Internal Brand Communication	3
IMC 548	Executive Communication & Leadership	3
Total Hours		12

Suggested Plan of Study

First Year

Fall	Hours	Spring	Hours
Early Fall Term		Early Spring Term	
IMC 537		3 IMC 548	3
Late Fall Term		Late Spring Term	
IMC 528		3 IMC 531	3
		6	6

Total credit hours: 12

Certificate Learning Outcomes

PUBLIC RELATIONS LEADERSHIP

1. Define the role of public relations in executive leadership, including methods to analyze an organization, identify and develop favorable messages to persuade a variety of internal and external publics, and disseminate messaging through available digital, social and traditional media.
2. Develop a comprehensive organizational public relations plan to support C-suite thought leadership and business objectives.
3. Utilize market research and data analysis to plan PR activities and improve PR effectiveness.
4. Plan and develop content, including research briefs, SWOT analyses, speech writing, account pitches, and media relations materials.
5. Learn to anticipate and differentiate among different types of crisis and how to communicate effectively about them to both internal and external stakeholders/audiences.
6. Incorporate crisis and internal communication planning into IMC campaign strategy.
7. Explain digital and social media effectiveness as it relates to reputation management and persuasion. Learn how to manage negative opinions and feedback online.
8. Evaluate and report ROI results of PR, crisis and other communication campaign efforts, including executive communications.