

# PUBLIC RELATIONS

The Certificate in Public Relations (PR) offers students practical training in the contemporary skills of public relations.

For communication majors, it provides an ideal way to complement their broad-based study of communication with the practical skills necessary for entry level work in public relations.

This certificate is also open to all majors across campus, and provides a useful toolkit that will be an excellent complement for any major in liberal arts, business, education, or engineering. The addition of a public relations certificate to these areas highlights the practical skills necessary for a variety of careers in the business, non-profit, or government sector.

By the time students complete the PR certificate they should have met the following program goals:

- Understanding the history and evolution of the public relations field.
- Understanding public relations principles as applicable to a variety of contexts and publics.
- Appreciating the ethical dimensions of public relations practice.
- Writing public relations materials using a variety of traditional and new tools, including social media applications.
- Applying public relations principles in analyzing a variety of situations in multiple cultural contexts.
- Integrating the theory and practice of public relations in multiple contexts.

## Certificate Requirements

Code	Title	Credit Hours
Core Courses:		8
COMM 260	Public Relations Principles	
COMM 460	Public Relations Campaigns	
Select one course from the following:		3-4
ART 210	Beginning Digital Design	
ART 220	Intro to Digital Photography	
COMM 300	Communication Research Methods	
COMM 340	Professional Communication	
JASS 301	Fundamentals of Journalism	
JASS 312	Media Performance & Studio Production	
JASS 345	Audio Production	
MKT 352	Mktg Principles and Policies	
MKT 363	Digital Consumer Srch&Mktg	
MKT 382	Understanding Customers	
<b>Total Credit Hours</b>		<b>11-12</b>

### Notes Regarding PR Certificate Program:

1. A minimum 2.0 cumulative GPA and a minimum of twelve earned hours completed at UM-Dearborn are required for admission to the program.
2. A maximum of one transfer courses (four credit hours) may count toward the PR Certificate.

3. A minimum 2.0 GPA in the courses counting toward the PR Certificate and minimum 2.0 cumulative GPA are required at the time of graduation and/or posting of the certificate.

Non degree seeking students can enroll in the program if they have completed a Bachelor's degree or higher from an accredited college/university. There are no admission requirements for GPA or earned hours completed at UM-Dearborn for these students.

The Public Relations (PR) minor is open to all majors across campus, and provides a useful toolkit that will be an excellent complement for any major in liberal arts, business, education, or engineering. The addition of a public relations certificate to these areas highlights the practical skills necessary for a variety of careers in the business, non-profit, or government sector. This is also available as a concentration for the Integrative Studies major.

For more information, contact: Margaret Murray (mamurr@umich.edu), PR faculty advisor.

## Minor or Integrative Studies Concentration Requirements

Code	Title	Credit Hours
<b>Required Courses</b>		
COMM 260	Public Relations Principles	4
COMM 460	Public Relations Campaigns	4
<b>Elective Courses</b>		
Select two courses from the following:		6-8
ART 210	Beginning Digital Design	
ART 220	Intro to Digital Photography	
COMM 300	Communication Research Methods	
COMM 340	Professional Communication	
JASS 301	Fundamentals of Journalism	
JASS 312	Media Performance & Studio Production	
JASS 345	Audio Production	
MKT 352	Mktg Principles and Policies	
MKT 363	Digital Consumer Srch&Mktg <sup>1</sup>	
MKT 382	Understanding Customers <sup>1</sup>	
<b>Total Credit Hours</b>		<b>14-16</b>

<sup>1</sup> MKT 352 is a required prerequisite.

### Notes:

- A minimum GPA of 2.0 is required for the minor/concentration. The GPA is based on all coursework required within the minor (excluding prerequisites).
- The use of transfer credit, field placements, internships, seminars, S/E graded courses, and independent study/research courses is limited to 3 credits in a 12 credit hour minor/concentration and 6 credits in a 15 credit hour and above minor/concentration.
- Courses within a minor/concentration cannot be taken as Pass/Fail (P/F).
- Minors requiring 12 credits may share one course with a major. Minors requiring 15 credits or more may share two courses with

a major. This does not apply to concentrations for the Integrative Studies major.