PROGRAM DESCRIPTION-Official Certificate Program (OCP) in Public Relations/Promotions

This non-degree certificate program is designed for college graduates wishing to expand or update their knowledge of public relations/promotions, but who are not ready to commit to a graduate program leading to a master’s degree. The program provides students with a formal option for post-baccalaureate studies. Courses completed as part of this certificate program may later be applied to the department’s master program if admission requirements for that program are successfully met (and all coursework is completed within the six year time limit).

PROGRAM MISSION

Our mission is to instill in our students and ourselves the skills, ability and desire to engage in life-long learning in and contributions to communication arts, science and professions. Deriving from this Mission Statement is our Goal Statement with four clear-cut components-creating a learning community in which students will gain a foundation in lifelong appreciation for:

1. Theoretical and practical knowledge of the discipline;
2. Analysis, conceptualization and evaluation of communication processes;
3. Communication skills; and
4. Professionalism and ethics.