

CORPORATE PUBLIC RELATIONS CERTIFICATE

Certificate Overview

Students who pursue the Corporate Public Relations Certificate enhance their skills in reputation and issues management, leadership and crisis communication. Students take foundation courses in strategic communication, media relations and multicultural communication. They customize their learning by selecting from a menu of hands-on elective courses on topics like event planning, consumer behavior and customer relations.

Certificate Requirements

- Maintain a cumulative and JMC GPA of 2.25
- If pursuing more than one SJMC certificate, students must take all eight prescribed electives.

Code	Title	Hours
JMC 080	FOUNDATIONS OF STRATEGIC COMM	3
JMC 153	BUSINESS UNUSUAL	3
JMC 155	MEDIA RELATIONS	3
Select six of the following:		6
JMC 162	EVENT PLANNING AND MANAGEMENT	
JMC 164	CRISIS COMM & ISSUES MGMT	
JMC 165	FINANCIAL COMM & INVESTOR REL	
JMC 166	LEADING WITH EFFECTIVE COMM	
JMC 167	POLLS & PUBLIC OPINION IN COMM	
JMC 169	DATA AND VISUAL STORYTELLING	
JMC 170	PRINCIPLES OF CUSTOMER RLTHS	
JMC 174	INTERNAL COMMUNICATIONS MGMT	
Total Hours		15