

CERTIFICATE REGULATIONS

SJMC Certificate Regulations

The SJMC offers select certificates to enhance students' communication skills and prepare them for exciting careers. Students may enroll in the online-only certificate programs using a separate application. They must complete a minimum of 15 credit hours to earn the credential, including courses in strategic communication, global branding, media relations, data visualization, and many other topics. Students earning the certificate will gain in-demand expertise that will enhance their career prospects in a wide variety of fields, such as marketing, PR, advertising, journalism, and nonprofit advocacy. The online, asynchronous format of courses provides flexibility for students to balance personal and professional obligations while they complete their program.

To earn a certificate:

- Anyone interested in earning a certificate must apply to the certificate program. No more than two certificate programs can be applied for on one application. Once admitted to the certificate program, the catalog expires five years from the date of enrollment. Earning a certificate will require summer coursework to be completed.
- A minimum cumulative and Journalism GPA of 2.25 is required to earn a certificate. Courses may not be taken as credit/no credit. Transfer coursework is not applicable towards certificate requirements.
- If pursuing both the Global and Multicultural Communication certificate and the Corporate Public Relations certificate, you must complete all eight prescribed electives.
- If pursuing the Nonprofit and Advocacy certificate in addition to another SJMC certificate, students must take all eight prescribed electives (the three electives listed on the Nonprofit and Advocacy certificate page and the five other unique electives listed on the other certificate's requirements page).

Financial Aid Information:

In order for any coursework to be eligible for financial aid at Drake University, it must satisfy requirements for a student's degree program. Standing alone, coursework for certificate programs is not eligible for financial aid. However, it is possible to "embed" coursework for a single certificate within a degree plan. Students who wish to embed a certificate within their degree program should work carefully with their academic advisor to create their academic plan. Students seeking more than one certificate will most likely take coursework that is not eligible for financial aid, and these students should consult with the Financial Aid Office to determine financial aid eligibility and costs.

Certificates:

- Corporate Public Relations Certificate (<https://catalog.drake.edu/undergraduate/journalism-mass-communication/areas-study/certificates/corporate-public-relations-certificate/>)
- Global and Cultural Communication Certificate (<https://catalog.drake.edu/undergraduate/journalism-mass-communication/areas-study/certificates/global-cultural-communication-certificate/>)
- Nonprofit and Advocacy Communication Certificate (<https://catalog.drake.edu/undergraduate/journalism-mass-communication/areas-study/certificates/nonprofit-advocacy-communication-certificate/>)