

Graduate Certificate: Public Relations

LEW KLEIN COLLEGE OF MEDIA AND COMMUNICATION

Learn more about the graduate certificate in Public Relations.

About the Certificate

The graduate certificate in Public Relations is designed for those interested in learning how to effectively present public images and prepare for a career in a rapidly changing media landscape. This 12-credit certificate program is designed for current public relations professionals to further their expertise in the field, as well as for students who want to capitalize on growing trends in public relations before entering the industry.

Through communication theories and real-world practice, students gain an in-depth understanding of the vital components of public relations—from data and technology to consulting and ethics—to help them excel in the workplace. After completing the Public Relations certificate program, graduates are able to:

- present campaign ideas to executives through oral and written methods,
- become involved in high-level decision-making as a communications consultant,
- analyze and research how advances in technology are impacting the industry,
- understand the legal and ethical issues of public relations practices through various perspectives, and
- utilize digital tools to analyze key campaign metrics and results.

Time Limit for Certificate Completion: 2 years

Campus Location: Online, thereby offering students flexibility in accessing resources, submitting assignments and communicating online to accommodate demanding job constraints and challenging personal responsibilities

Full-Time/Part-Time Status: The graduate certificate can be completed on a part-time basis. All courses are offered for seven weeks in synchronous or asynchronous formats, have no prerequisites, and can be taken in any order.

Non-Matriculated Student Policy: Non-matriculated students may take up to 9 credits before submitting an application.

Admission Requirements and Deadlines

Bachelor's Degree in Discipline/Related Discipline: All applicants must submit official undergraduate and graduate transcripts from all accredited institutions attended and/or from which credit was earned. International applicants should also submit official documentation that validates completion and conferral of their degree(s).

Statement of Goals: Write a 250-500 word statement of purpose outlining your interest in seeking a graduate certificate as well as your academic and job-related experiences that are relevant to the program.

Resume: Current resume required.

Standardized Test Scores:

Applicants who earned their baccalaureate degree from an institution where the language of instruction was other than English, with the exception of those who subsequently earned a master's degree at a U.S. institution, must report scores for a standardized test of English that meet these minimums:

- TOEFL iBT: 79
- IELTS Academic: 6.5

Certificate Requirements

Number of Credits Required to Complete the Certificate: 12

Required Courses:

| Code | Title | Credit Hours |
|-----------|---|--------------|
| CMGT 5201 | Consulting and Consultation in Public Relations | 3 |
| CMGT 5202 | Storytelling through Innovation | 3 |
| CMGT 5203 | Law and Ethics in Public Relations | 3 |

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| CMGT 8101 | Data Driven Insights | 3 |
| Total Credit Hours | | 12 |

GPA Required to be Awarded the Certificate: 3.0 minimum

Contacts

Certificate Program Web Address:

<https://www.temple.edu/academics/degree-programs/public-relations-certificate-graduate-co-pr-grad>

Department Information:

Lew Klein College of Media and Communication
Office of Research and Graduate Studies
2020 N. 13th Street, 344 Annenberg Hall
Philadelphia, PA 19122-6015
kaitlin.pierce@temple.edu
215-204-8560

Mailing Address for Application Materials:

Lew Klein College of Media and Communication
344 Annenberg Hall (011-00)
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Department Contacts:

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