

PUBLIC RELATIONS

The Public Relations Certificate provides the practical and theoretical coursework to prepare both the public relations novice and the experienced public relations professional with knowledge of current public relations best practices. This credential is valuable for candidates interested in entry-level public relations specialist positions, as well as public relations managers and directors. This program is recommended for students interested in the communications, public relations, public affairs, or marketing industries. Entrepreneurs interested in learning how to promote their own businesses will also benefit from this program.

Upon completion of the program, students will have the skills and competencies to pursue work in public relations at various nonprofit and for-profit organizations, using their acquired skills to provide support in the marketing and public relations areas of these organizations.

PUBLIC RELATIONS CERTIFICATE (PRC)

The Public Relations Certificate is designed to provide the public relations practitioner, small business owner, and those interested in entering the field of public relations the knowledge, skills, and abilities critical for success. Most of the courses in this program can be completed online or during the day or evening.

| Year 1 | | Credits |
|-----------------------|--|-----------|
| Fall | | |
| ENG 101 | College Writing I | 3 |
| MRT 105 | Introduction To Mass Media | 3 |
| MKT 142 | Marketing | 3 |
| BUS 105 | Business Ethics | 3 |
| Spring | | |
| ENG 241 | Journalism I: Media Writing | 3 |
| ENG 251 | Introduction To Public Relations | 3 |
| GID 117 | Typography In Visual Communication (Indesign) (Formerly CGD 235) | 3 |
| SPC 113 | Speech (formerly THE113) | 3 |
| Total Credits: | | 24 |

Special Requirements

Technical standards must be met with or without accommodations.

Career Options/Earning Potential

For career options, please click here (<https://mwcc.lightcastcc.com/programs/public-relations-certificate/166957/?region=North%20Central%20MA/Southwest%20NH&radius=>).

PROGRAM STUDENT LEARNING OUTCOMES FOR PRC

During the course of study, students will:

- Develop an increased understanding of the business and marketing fields, as well as the impact of social media.
- Understand the major ethical and legal issues surrounding this field of study.
- Develop familiarity with the unique writing skills required for this concentration with practice in developing strong, concise work.

TECHNICAL STANDARDS FOR PUBLIC RELATIONS

Students entering this program must be able to demonstrate the ability to:

- Comprehend textbook material at the 11th grade level.
- Communicate and assimilate information either in spoken, printed, signed, or computer voice format.
- Gather, analyze, and draw conclusions from data.
- Work as a member of a team.