

# PUBLIC RELATIONS AND COMMUNICATION MANAGEMENT PRACTICE (GR. CERT.) (15 CREDITS)

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**Offered by:** Global & Strategic Comm.

**Program credit weight:** 15

## Program Description

The online 15-credit Graduate Certificate in Public Relations and Communications Management Practice introduces the field of public relations to those interested in entering the field. It addresses the competencies needed to conceptualize and implement communications actions through traditional and digital platforms within a strategic frame. Areas of focus include public relations theory, written and visual content creation, internal communications and employee engagement, media and influencer relations, digital communications, and ethics.

**Note:** For information about Fall 2025 and Winter 2026 course offerings, please refer to Visual Schedule Builder. A technical issue is causing the "Terms offered" field to incorrectly report "this course is not currently offered" for many courses in the Course Catalogue.

## Required Courses (12 credits)

Expand allContract all

Course	Title	Credits
CPRL 610	Public Relations Fundamentals and Theory .	3
CPRL 620	Content Creation for Public Relations.	3
CPRL 630	Internal Communications and Employee Engagement.	3
CPRL 631	Media and Influencer Relations .	3

## Complementary Course (3 credits)

• 3 credits from:

Expand allContract all

Course	Title	Credits
CPRL 641	Ethics in Public Relations.	3
CPRL 644	Integrated Digital Communications.	3

Or 3 credits at the 600-level approved by the program adviser or academic unit.