

STRATEGIC PUBLIC RELATIONS AND COMMUNICATIONS MANAGEMENT (GR. CERT.) (15 CREDITS)

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

Offered by: Global & Strategic Comm.

Program credit weight: 15

Program Description

The online 15-credit Graduate Certificate in Strategic Public Relations and Communications Management focuses on the competencies needed to strategize, advise on, conceptualize, implement and measure strategic communications efforts in various internal and external contexts according to ethical and professional codes and standards. This program is designed for those working in the field who want to advance their academic background and/or those who have obtained the Graduate Certificate in Public Relations and Communication Management Practice. It delves into areas of public relations specialization including corporate communication, media and influencer relations, communication strategy, and public relations measurement and analytics.

Note: For information about Fall 2025 and Winter 2026 course offerings, please check back on May 8, 2025. Until then, the "Terms offered" field will appear blank for most courses while the class schedule is being finalized.

Required Courses (9 credits)

Expand allContract all

| Course | Title | Credits |
|----------|--|---------|
| CPRL 633 | Corporate and Organizational Communications. | 3 |
| CPRL 636 | Public Relations Measurement, Data and Analytics . | 3 |
| CPRL 691 | Communications Management and Strategy. | 3 |

Complementary Courses (6 credits)

3 credits from the following courses:

Expand allContract all

| Course | Title | Credits |
|----------|---|---------|
| CPRL 631 | Media and Influencer Relations . | 3 |
| CPRL 690 | Special Topics in PR and Communications Management. | 3 |

3 credits from the following courses:

Expand allContract all

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