

PUBLIC RELATIONS AND COMMUNICATION MANAGEMENT (CERT.) (30 CREDITS)

Offered by: Global & Strategic Comm.

Program credit weight: 30

Program Description

The field of Public Relations and Communications Management has been changing dramatically in recent years. Digital (including social media) is changing the way public and organizations communicate. Increased consciousness by companies of their social responsibility, and a need for greater accountability to stakeholders, have led to an awareness in both the corporate and the not-for-profit sector that organizations need to rely on the advice and services of well trained professional communicators. The program content is continually updated with best practices in industry. Students have opportunities to discuss real and evolving public relations cases directly with industry professionals.

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 (30 credits)

Expand allContract all

Course	Title	Credits
CPRL 214	Applied Public Relations Methods 1.	3
CPRL 220	Fundamentals of Fund-Raising.	3
CPRL 223	Basics of Public Relations.	3
CPRL 224	Applied Public Relations Methods 2.	3
CPRL 225	Social and Traditional Media Relations.	3
CPRL 226	Corporate Communications.	3
CPRL 227	Internal Communication.	3
CPRL 228	Event Management.	3
CPRL 321	PR Issues Management.	3
CPRL 322	Cases in Public Relations.	3