Certificate in Public Relations

As traditional media change, more and more organizations are assuming responsibility for their own communications—and are telling their own stories through news releases, e-newsletters and social media messages. As a result, public relations is a strong and growing profession.

The Certificate offers professional training in journalism and mass communication with a focus on public relations. In addition to developing skills of writing, reporting and editing; visual communication; and new communications technology, students gain research techniques, analytical thinking, technical know-how, teamwork and versatility. These are exactly the skills that today’s employers are looking for.

Public relations students at IUPUI take courses with expert faculty, do internships and collaborate with community members on projects outside the classroom—such as communications plans and PR campaigns. Through these opportunities, students gain experience that will set them apart in the job market. Graduates might choose to work in positions in public relations firms, corporations, government agencies, nonprofits, associations, and health and life sciences organizations. The Certificate curriculum prepares students to be effective, ethical communicators regardless of the career path they pursue.

Admission to the Certificate program in Public Relations requires the following:

- Minimum cumulative grade point average of 2.0.
- Completion of 15 credit hours

The Certificate program in Public Relations requires satisfactory completion of the following:

- Completion of a total of 25 credit hours, with a minimum grade of C in each course.
- Contact both the Journalism and Public Relations Academic Advisor and the School of Liberal Arts Student Affairs office, located in CA 401, to complete the necessary paperwork to officially declare the certificate.

Core Requirements (16 credits)

- J 110 Foundations of Journalism and Mass Communications
- J 200 Reporting, Writing, and Editing I (P: ENG-W 131)
- J 210 Visual Communication
- J 300 Communications Law (P: Sophomore standing)
- J 410 Media as Social Institutions (capstone) (P: J 300 & Junior standing or above)
- J 492 Media Internship (P: By permission) (1 credit)

Area Core Requirements (9 credits)

- J 219 Introduction to Public Relations
- J 340 Public Relations Tactics and Techniques (P: J 219)
- J 390 Public Relations Writing (P: J 200 & J 219)

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