

PUBLIC RELATIONS CERTIFICATE

PROGRAM CODE: 2C08403A

The **Public Relations Certificate** will help students learn skills needed when working in the public relations field. The program requires the completion of 24 units, of which 18 units are required. An additional 6 units must be selected from the restricted electives below. A minimum grade of "C" is required for each course taken.

| Code | Title | Units |
|--|--|-----------|
| Required Courses (18 units): | | |
| JOUR 101 F | Reporting and Writing | 3 |
| JOUR 102 F | Advanced Reporting and Writing | 3 |
| JOUR 110 F | Mass Media Survey | 3 |
| JOUR 132 F | Introduction to Magazine Production | 3 |
| JOUR 140 F | Public Relations and Publicity | 3 |
| JOUR 222 F | Introduction to News Media Production | 3 |
| Restricted Electives (6 units): | | 6 |
| MKT 100 F | Introduction to Marketing | 3 |
| MKT 103 F | Principles of Advertising | 3 |
| MKT 201 F | Small Business Promotions | 3 |
| MKT 208 F | Principles of Selling | 3 |
| PHOT 111 F | Introduction to Photography from Analog to Digital | 3 |
| JOUR 210 F | Multimedia Reporting | 3 |
| JOUR 271 F | Introduction to Spanish-Language Reporting | 3 |
| Total Units | | 24 |

Outcome 1: Compose a newsworthy press release.

Outcome 2: Create a complete media kit.

Outcome 3: Identify Associated Press style in writing 90% of the time.

Outcome 4: Identify libel or slander in a print or broadcast story.

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