

# PUBLIC RELATIONS CERTIFICATE

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**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
<b>Required Courses (18 units):</b>		
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
<b>Restricted Electives (6 units):</b>		
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
<b>Total Units</b>		<b>24</b>

**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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