

Certificate in Strategic Communication, Advertising & Public Relations

To earn the Certificate in Strategic Communication, Advertising, & Public Relations, a student must earn a total of 12 credits by completing:

Code	Title	Credits
COMM 352	Writing for Advertising Public Relations	3
COMM 374	Principles of Strategic Communication	3
COMM 430	AD/PR Campaigns	3

Three credits from the following list of courses:

Code	Title	Credits
COMM 313	Persuasion	3
COMM 345	Social Media Strategy	3
COMM 404	Advertising and Society	3
COMM 451	Risk and Crisis Communication	3
MRKT 340	Integrated Marketing Communications	3