

# PUBLIC RELATIONS (CERT)

## CERTIFICATE OF ACHIEVEMENT

The goals and objectives of the Public Relations Certificate are to prepare majors for college work in upper division Journalism or Mass Communications courses at a four-year institution and to prepare students for entry-level work in the industry as public relations professionals. Students who learn the skill sets offered in the Mass Communications courses will be able to transfer these skills to a variety of career situations that require the ability to gather information from a variety of sources, synthesize or make sense of that information, and report findings to other audiences. They will also gain an understanding and appreciation for advertising, social media, and the rights and responsibilities associated with free speech and expression.

## Program Student Learning Outcomes

- Students demonstrate an understanding of the role of the public relations in society.
- Students demonstrate the values of newsworthiness.
- Students develop a portfolio of journalistic stories in multiple formats.
- Students develop and maintain a Wordpress blog and news related content management systems.
- Students edit journalistic stories in various formats.

## Program Requirements

Code Number	Course Title	Units
<b>Required Core (Select four Courses - 12 Units)</b>		
JAMS 100	Mass Communications and Society	3.0
JAMS 101	Beginning Newswriting and Reporting	3.0
JAMS 121	Multimedia Reporting	3.0
JAMS 157	Principles of Public Relations	3.0
or BA 157	Principles of Public Relations	
<b>Elective Requirements</b>		
Select a minimum of 6 units from the following:		6.0
ART 188	Design for Digital Publishing (3)	
ART 196	Web Design with Flash and Dreamweaver (3)	
BA 114	Marketing (3)	
COMM 125	Organizational Communication (3)	
JAMS 107A	News Media Production (3)	
JAMS 107B	Intermediate News Media Production (3)	
JAMS 107C	Intermediate Advanced News Media Production (3)	
JAMS 107D	Advanced News Media Production (3)	
JAMS 130	Photo Journalism (3)	
or PHOT 130	Photo Journalism	
PHOT 100	Introductory Photography (3)	
PHOT 110	Introduction to Digital Photography (3)	
<b>Total Units</b>		<b>18</b>