

PUBLIC RELATIONS DEFINED

Public relations is a management function that establishes and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends.

Since the profession was founded a century ago, it has grown into a powerful force in democratic societies across the globe.

THE DEPARTMENT OF COMMUNICATION

Clarion's Department of Communication is home to one of the university's largest academic programs, serving approximately 500 majors each year. Here, students can pursue degree concentrations in advertising, broadcasting, communication studies, corporate communication, film, journalism and public relations. The department houses a television and radio station, a digital video lab and a publication design studio.



ABOUT CLARION UNIVERSITY

Located 70 miles north of Pittsburgh in northwestern Pennsylvania, Clarion University is a public, state university with an annual enrollment of 7,100 students in undergraduate and graduate programs. The university sits on an historic 100-acre campus with 43 buildings including the Carlson Library, two dozen computer laboratories, and a \$35 million science and technology center. Clarion University is recognized by 25 separate accrediting agencies, which is the most of any university in the State System of Higher Education. The Clarion University Virtual Campus has been providing online learning opportunities to students for over eight years, and enrolls more than 1,300 students in its various distance education programs.

Financial aid is available. For information, call 866-272-5612, send e-mail to virtualcampus@clarion.edu or go online to: www.clarion.edu/virtualcampus/

Clarion University
Department of Communication
130 Becker Hall • Clarion, PA 16214
814-393-2245



It is the policy of Clarion University of Pennsylvania that there shall be equal opportunity in all of its educational programs, services and benefits, and there shall be no discrimination with regard to a student's or prospective student's race, color, religion, sex, national origin, disability, age, sexual orientation/affection, veteran status, or any other factors that are protected under local, state, and federal laws. Direct equal opportunity inquiries to Assistant to the President for Social Equity, 207 Carrier Administration Building, Clarion, PA 16214-1232, 814-393-2109.

Online Graduate Certificate in PUBLIC RELATIONS



ACCREDITED . ACCESSIBLE . ANYWHERE .

STEP UP TO a 21ST CENTURY career



Are you a professional or student interested in the field of public relations? Would you like to update your skills or gain formal training in this fast-growing profession?

If so, the Online Graduate Certificate in Public Relations may be your ticket to new credentials and career advancement. Working through Clarion University's Virtual Campus, you can complete this 15-credit program in approximately one year without ever coming to campus.

This certificate is designed primarily for public relations professionals, business owners, nonprofit managers and others who have earned bachelor's degrees. Graduates are qualified to work as public relations assistants, managers, and executives.

A Bright Career Path

According to the U.S. Bureau of Labor Statistics, public relations is a multibillion dollar business practiced by more than 158,000 professionals in the United States alone. Employment of public relations specialists is expected to increase faster than average through 2012.

Course Of Study

The Online Graduate Certificate in Public Relations focuses on the theories and skills needed to build productive relationships between organizations and key publics including the media, community members, employees, investors and government. It explores a variety of organizational contexts, including private industry, government and non-profit settings.

The program is taught and managed by graduate faculty in the Department of Communication.

Coursework Includes:

- **MMAJ 551:** Public Relations Foundations
- **MMAJ 573:** Public Relations Ethics and Professional Responsibility
- **MMAJ 574:** Public Relations Cases and Campaigns
- **MMAJ 575:** Principles of Integrated Communication
- **MMAJ 642:** Advanced Public Relations Writing

Best of all, you can apply all 15 certificate credits toward the M.S. degree in Mass Media Arts and Journalism at Clarion University.

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“Instead of putting all my time into driving, I can spend it on the courses.”

Corri Filipowski, 2010 Graduate

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Eligibility and Admission

Prospective students must:

- have earned an overall undergraduate GPA of 3.0
- have access to a computer with reliable Internet capability.
- complete an application for graduate status
- provide official transcripts from an accredited college or university
- submit a statement of purpose.
- For non-native applicants: submit TOEFL scores of 600 or above.

