

PUBLIC RELATIONS, CERTIFICATE

Requirements for an undergraduate certificate may be completed at any campus location offering the specified courses for the certificate.

Career Paths

The certificate in Public Relations can be pursued by students in most Penn State Behrend degree programs and as a stand-alone credential for nondegree students. It documents that you have taken courses in a specific and practical skill set, and is a particularly useful complement to communications and business degrees. Penn State Behrend has a comprehensive support system to help you identify and achieve your goals for college and beyond. Meet with your academic adviser often and take advantage of the services offered by the Academic and Career Planning Center beginning in your first semester.

Careers

Professional experience in public relations can lead to careers in content management, public affairs, event coordination, lobbying, public information, sports information, account management, digital and social media management, marketing, marketing communications, development, technical writing, and brand management.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES WITH A CERTIFICATE IN PUBLIC RELATIONS (<https://behrend.psu.edu/school-of-humanities-social-sciences/academic-programs/certificate-programs/public-relations-certificate>)

Opportunities for Graduate Studies

A certificate in the liberal arts, particularly when added to a major program outside of the liberal arts, demonstrates to graduate school admissions committees your commitment to interdisciplinary thinking.

MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES (<https://behrend.psu.edu/school-of-humanities-social-sciences/academic-programs/certificate-programs/public-relations-certificate>)

Professional Resources

- Public Relations Society of America (<https://www.prsa.org/>)