

# PUBLIC RELATIONS, CERTIFICATE

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

## Program Description

The Certificate in Public Relations offered at Penn State Behrend is designed for communication and business majors who wish to focus their supporting or non-business supporting coursework in a specific professional communication area. The certificate is also designed for working professionals interested in developing their skill-set in public relations. The foundation of the certificate is developed in the Media Writing, Introduction to Public Relations, and Public Relations Media and Methods courses. Students are then allowed to choose one additional advanced course to complete the 12 required hours.

## What is Public Relations?

Public relations is the art and science of trying to create strong relationships and goodwill between an individual or an organization and the public. It differs from advertising as it does not usually use paid messaging.

## You Might Like This Program If...

- You are creative.
- You have strong oral and written communication skills.
- You think strategically and can formulate plans quickly.
- You are pursuing a communications- or business-related degree.