

Graduate Certificate in Strategic Public Relations and New Media	
REQUIREMENTS: 18 Credits	Credits
CO-504: Principles of Public Relations	3.0
CO-526: Advanced Public Relations Planning	3.0
Take 9 Credits from the Following Courses:	9.0
CO-510: Global Communication	
CO-511: Strategic Digital Communication	
CO-516: Public Relations and Fundraising for Nonprofits	
CO-527: Crisis and Issues Management	
CO-561: Message Construction: Audio, Video and Web	
CO-565: Special Event Planning and Promotion	
CO-595: Corporate and Public Communication Internship*	
<i>*(strongly recommended for students with less than one year of professional experience)</i>	
Take 3 Credits from the Following Courses:	3.0
CO520: Communication Ethics	
CO524: Public Opinion and Media	
CO532: Global Media and New Technologies	
CO595: Corporate and Public Communication Internship*	
<i>*(strongly recommended for students with less than one year of professional experience)</i>	
TOTAL CREDITS FOR GRADUATE CERTIFICATE IN STRATEGIC PUBLIC RELATIONS AND NEW MEDIA = 18.0	