

CERTIFICATE IN MEDIA RELATIONS

In this program students will use strategies to build and maintain relationships with media outlets. There's an additional focus on developing the skills to effectively manage crisis communication, navigate interviews and strategically leverage media coverage to enhance an organization's reputation and objectives.

COURSE	TITLE	S.H.
CMST 1545	Communication Foundations	3
CMST 3717	Intro to Media Relations Campaigns	3
CMST 3756	Interviewing	3
CMST 3757	Media Relations Writing	3
ENGL 1551	Writing 2	3
Total Semester Hours		15