



**MONTGOMERY**  
COUNTY COMMUNITY COLLEGE

# SPECIALTY CERTIFICATE IN PUBLIC RELATIONS

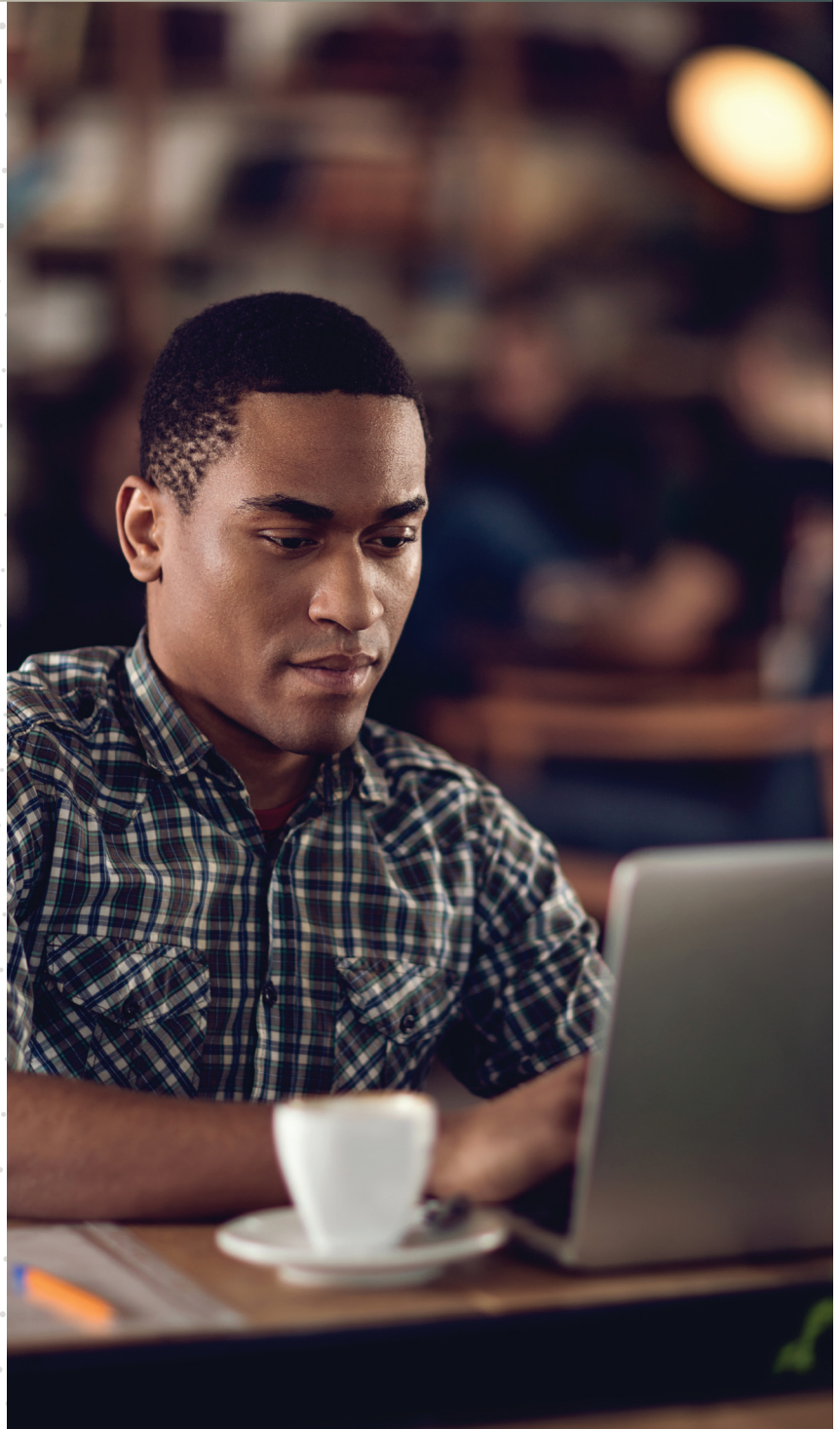
The Specialty Certificate in Public Relations is designed to prepare students to promote or create good will for individuals, groups or organizations by preparing, writing, presenting and creating publicity material that can be distributed via media outlets, including social media.

The public relations certificate will prepare students for career positions such as: Public Relations Specialist, Public Information Officer, Communications Specialist, Corporate Communications Specialist, Public Affairs Specialist, Public Relations Account Executive, Communications Director, Public Relations Coordinator and more.

For additional information about the Specialty Certificate in Public Relations, contact Assistant Professor of Communication Studies Tom Donlan at [tdonlan@mc3.edu](mailto:tdonlan@mc3.edu).

## **READY TO START YOUR SPECIALTY CERTIFICATE IN PUBLIC RELATIONS?**

Apply today at [mc3.edu/vcapply](http://mc3.edu/vcapply)  
visit us at [mc3.edu/virtual](http://mc3.edu/virtual)  
e-mail [virtualcampus@mc3.edu](mailto:virtualcampus@mc3.edu)  
or call 215-641-6314.





# SPECIALTY CERTIFICATE IN PUBLIC RELATIONS

## BACKGROUND

Upon successful completion of the certificate, each graduate will be able to:

- Demonstrate familiarity with the theoretical framework used for public relations
- Differentiate the variety of tasks performed by public relations practitioners in the various professional contexts
- Develop the skills essential to public relations writing that are characterized by precision, clarity and economy
- Employ the four-step public relations process to reach public relations goals for at least two clients
- Design public relations materials for at least two clients on campus or in the surrounding community in service learning projects

## REQUIRED COURSES

Three required courses:

- CMS 125-Introduction to Public Relations
- CMS 225-Writing for Public Relations Campaigns
- MKT 111-Principles of Marketing

## ELECTIVE COURSE LIST

Nine credits of electives will be selected from the list below.

- CMS 120-Public Speaking
- ART 148-Computer Graphics 1
- CMS 230-Communication in Organizations
- MKT 131-Advertising & Promotion
- MSP 111-Mass Media & Society
- MKT 211-Electronic Advertising

Students, who complete the Associate's of Arts degree in Liberal Studies and the Specialty Certificate in Public Relations at Montco, may be eligible to apply up to 75 transfer credits to Chestnut Hill College's Bachelor's of Science degree in Business Communications. Courses are offered at Chestnut Hill College's main campus and at Montco's Blue Bell and Pottstown campus locations.



**CHESTNUT  
HILL  
COLLEGE**

**For more information on Chestnut Hill College's Bachelor's of Science degree in Business Communications or to schedule an appointment with an Admissions Counselor, please call 215-242-7704, email [adultdegree@chc.edu](mailto:adultdegree@chc.edu) or visit [chc.edu/visit](http://chc.edu/visit).**