

Bachelor's Degree in _____
From _____

Certificate in Public Relations and Advertising

2024-2025

REQUIREMENTS **12**

Student's Name: _____
Entrance Date: _____

_____	PRAD	531	Research for PR/AD	3
_____	PRAD	537	Principles of PR/AD	3
_____	PRAD	538	Integrated Marketing Comm	3
_____	PRAD	513	Social Media Practices	3

Program Objectives

1. Analyze the functions of public relations and advertising and their role in marketing communications

2. Conceptualize, coordinate, and execute comprehensive public relations/advertising-related campaigns and activities.

