

Bachelor's Degree in _____
From _____

Certificate in Public Relations and Advertising

2025-2026

Student's Name: _____

Entrance Date: _____

PR/AD REQUIREMENTS 12

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

