

# PUBLIC RELATIONS ADVERTISING CERTIFICATE

## 2023-2024 Requirements

### PR/AD CERT

**12 credits**

COMM	120	Visual Storytelling	3 credits
PRAD	206	Intro to PR/AD	3 credits
PRAD	306	Social Media Practices	3 credits
PRAD	326	Integrated Marketing Communication	3 credits

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\*Students cannot transfer in more than 9 credits toward the minor requirements.

\*Any remaining requirements must be taken at Point Park University and cannot be taken on the Pass/No Credit Option.

### Program Objectives

1. Research, write, and edit professional quality public relations and advertising materials
2. Demonstrate an understanding of principles of media design, aesthetics and composition
3. Critically analyze the quality and effectiveness of advertising, public relations and marketing programs