PROPOSAL: Undergraduate Certificate in Public Relations

Background

The Undergraduate Studies Council of the Faculty Senate has approved the creation of the Undergraduate Certificate in Public Relations. This is a 15-credit hour certificate that allows students the opportunity to further specialize within the Strategic Communications major and legitimates the expertise with a formal certificate. For example, a student in the Strategic Communications: Media and Technology major could take additional coursework and also get an Undergraduate Certificate in Public Relations to recognize that additional knowledge/experience. This concept is consistent with the Division of Academic Affairs Strategic Plan 2017 – 2018 Priorities (1.2b Pioneer new configurations of certificates and stackable credentials).

Recommended Action

Create the Undergraduate Certificate in Public Relations.