



**KENTUCKY STATE  
UNIVERSITY**

## **CERTIFICATE IN PUBLIC RELATIONS**

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A certificate in **Public Relations** requires the completion of 15 credit hours. Students pursuing a certificate in public relations will learn how to manage an organization's public image, engage audiences, and leverage digital platforms for PR campaigns. Students wishing to obtain a certificate must take these five classes:

| <b>Code</b>        | <b>Title</b>                  | <b>Hours</b> |
|--------------------|-------------------------------|--------------|
| JOU 366            | Public Relations Seminar      | 3            |
| JOU 370            | Public Relations Campaigns    | 3            |
| JOU 371            | Public Events Planning        | 3            |
| JOU 375            | Advertising Seminar           | 3            |
| JOU 436            | Practicum in Public Relations | 3            |
| <b>Total Hours</b> |                               | <b>15</b>    |