

THE UNIVERSITY OF TEXAS-PAN AMERICAN™
Graduate Certificate in Media Relations & Strategic
Communication
Domestic Applicants

I. Description of Certificate

The Certificate in Media Relations and Strategic Communication is a new 9-hour graduate level sequence of courses designed to provide you the essential content and methods for managing crisis communication, creating public events, mobilizing public opinions, communicating with elected and government officials, and developing workshops to help your clients attain goals.

II. Requirements

1. **Online Application:** The application to UTPA's graduate programs can be completed online at www.utpa.edu/gradapply. See section VIII for application instructions.
2. **Application Fee:** A nonrefundable University application fee of \$50 may be paid online by credit card or electronic check in the online application. The fee may also be paid by sending a money order or check to the Office of Payments and Collections then sending a copy of the receipt to the Graduate Studies office.
3. **Official Transcripts¹:** Official college transcripts are to be sent to the Graduate Studies office directly from all the institutions attended. If the applicant attended UTPA at any time, those official transcripts will be handled by the Graduate Studies office; however, the applicant is responsible for requesting official transcripts to be sent directly from all other institution(s).
4. **Completed Bachelor's Degree, preferably in Communication**
5. **Minimum GPA of 2.75 or higher for clear admission; 2.5 for probationary admission.**
6. **Three (3) letters of recommendation.**
7. **500 word essay answering: "How will this certificate program benefit your professional development?"**

¹ Transcripts must be sealed and sent directly from the institution to be considered official. Transcripts will be considered unofficial if they are hand delivered by the applicant or third party even if sealed by the institution. Failure to submit a complete/correct application and official transcripts from all institutions attended will result in one of the following: rejection of application, withdrawal of admission offer or disciplinary action including expulsion if the student is enrolled. All submitted documents become the property of UTPA and will not be returned. Admission documents will remain on file for one year if the applicant does not attend the University. Documents will be retained for seven years for students enrolled in a master's level program and for ten years for students enrolled in a doctoral program. Please review the Student File Retention Schedule for more details.



III. Deadlines

Fall: August 1st

Spring: December 1st

Applicants must submit all application documents and meet all other requirements by the published deadline date for the semester to which they are applying in order to be considered for admission. Note: Priority deadlines have been established that allow ample time for the application review to be completed before the first day of registration.

IV. Offers of Admission to the Graduate School

Official admission offers will be made only by the Office of Graduate Studies and are valid only for the semester requested on the application. Through the [Online Application Web site](#), you will be able to view the status of your application. Students who are accepted but do not attend the semester requested on the application must submit an application for readmission to enroll for a later semester. An additional application fee will be charged if the student reapplies more than one year from the semester originally requested.

V. Contact Information

Director: Dr. Jeffrey McQuillen

Email: Mcquillen@utpa.edu

Phone: (956) 381-2376

VI. Application Checklist

- Online application
- Application fee
- Official transcripts
- Bachelor's Degree
- GPA of 2.75 or higher
- Three recommendation letters
- Essay

VII. Additional Information

According to scholars and experts in the field, the importance of communicating with the various stakeholders is paramount to the success of any organization. Communication is even more critical in these economic times to preserve and strengthen an organization's reputation. This certificate will provide you with valuable insight to help you design effective persuasive messages, enhance the quality of media relations and to improve the impact of mass media



THE UNIVERSITY OF TEXAS-PAN AMERICAN TM

campaigns.

Courses (9 hours):

Two core courses:

- COMM 6332: Mass Media Campaigns
- COMM 6356: Seminar in Persuasion

Plus, one of the following elective courses:

- COMM 6324: Seminar in Organizational Communication
- COMM 6330: Seminar in Training and Consulting
- COMM 6351: Communication Technology
- COMM 6352: Mass Communication and Hispanics
- COMM 6355: Professional Speaking
- COMM 6329: Special Topics in Communication:

Advertising Strategies in Education Marketing

Conflict Management

Health Communication

Political Communication

Crisis Communication

Political Communication

VIII. Benefits

1. Learn how to develop critique and deliver effective media campaigns.
2. Use targeted messages to accomplish strategic influence.
3. Understand and appreciate the role media play in a variety of social, health, organizational, educational and political settings.
4. Apply communication theories to enhance the effectiveness of media campaigns.



THE UNIVERSITY OF TEXAS-PAN AMERICAN TM

IX. Application Instructions

1. Click on the “**Apply Now**” icon at the Office of Graduate Studies Website or at the following link www.utpa.edu/gradapply
2. Create a username and password
3. Select “**Professional Improvement**” (at the **College of Arts and Humanities**) on the program field and your citizenship status on the second field.
4. Fill out your application (it is important to complete as much information as you can)
5. Submit your payment online and submit your application.

For more information contact Denisse Cantu via e-mail at gradschool@utpa.edu or call 956/381-3661. You can also contact Dr. Geoffrey McQuillen at mcquillen@utpa.edu or call 956/381-2376.

