

GRADUATE CERTIFICATE IN MEDIA RELATIONS AND STRATEGIC COMMUNICATION

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



Curriculum:

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

Admission Requirements:

- Minimum 2.75 GPA or higher for clear admission; 2.5 for Conditional Admission
- Official transcripts
- Essay
- Three letters of recommendation

For More Information:

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Apply online NOW: www.utpa.edu/gradschool
Deadline: December 1