

Certificate In Public Relations Skills Completion Worksheet

General Information

To earn the Certificate In Public Relations Skills, you must successfully complete 6 core classes and 4 elective courses chosen from the list below. In order to earn CEUs, you must receive satisfactory scores on course exams and projects at the conclusion of each class. When you have completed the program requirements, please submit this form to April Reckling via fax at 895-4195 or via email at april.reckling@unlv.edu.

How Do You Want Your Name To Appear On Your Certificate?

Name: _____

Core Requirements - all of the following core courses are required for the Certificate In Public Relations Skills.

Course Title	Semester Completed	CEUs
Crisis Communications: Planning Your Work & Working Your Plan		0.6
Ethics in Public Relations		0.6
Fundamentals of Public Relations		1.8
Media Relations		1.2
Public Relations Practice: Putting it All Together		0.4
Writing for Public Relations		1.8

Elective Courses - Students must complete a minimum of 4 elective courses in order to earn the Certificate. Other elective courses may be introduced throughout the program.

Course Title	Semester Completed	CEUs
Adobe Dreamweaver CS4-Level I		1.6
Adobe InDesign CS4-Level I		1.6
Adobe Photoshop CS4-Level 1		1.6
Business Writing		1.8
Digital Video with Adobe Pro Tools-Level 1		1.6
Editing and Proofreading Your Work		----
Golden Air: Broadcast Public Relations		0.4
Photography(Call for applicable courses)		----
PowerPoint 2007		1.0
Public Speaking (Call for applicable courses)		----
Search Engine Optimization & Online Marketing		1.8
Social Media		0.6
Special Events Planning		0.4
Surveys: Constructing-Conducting-Analyzing		0.6

Notes: Please note that class offerings, schedules and prices are subject to change. The university reserves the right to cancel any course for which a suitable instructor is not available or which is under-enrolled. The university also reserves the right to change class times, days, buildings, room assignments, instructors, fees, etc., and cancel any program as needed.