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Academic Year  
**2020 - 2021**

# Public Relations

Language Arts Division  
Bldg. L1, Room L11  
408-864-8547

Find your counselor at  
deanza.edu/our-counselors

Please visit the Counseling and Advising Center to apply for degrees and for academic planning assistance.

### Certificate of Achievement Requirements

- Completion of all major courses with a C grade or higher.

Note: A maximum of six quarter units may be transferred from other academic institutions.

### Certificate of Achievement-Advanced Requirements

- Completion of all major courses with a C grade or higher.
- Demonstrated proficiency in mathematics and English as evidenced by eligibility for MATH 114 and eligibility for any of the following: EWRT 1A, EWRT 1AH, EWRT 1AS with EWRT 1AT, or ESL 5.

Note: A maximum of 18 quarter units may be transferred from other academic institutions.

## Public Relations

### Certificate of Achievement

The Certificate of Achievement in Public Relations meets the needs of community college students and working professionals in areas such as sales, fundraising or marketing who wish to expand their skill repertoire in the area of public relations. Potential careers upon completion include public relations specialist, public relations and fundraising manager, or advertising and promotion manager.

*Program Learning Outcomes: Upon completion, students will be able to*

- Demonstrate competency in the basics of journalistic and public relations writing, including structure of a story and a press release
- Demonstrate competency in research, information gathering and critical analysis of information using techniques such as observation, online research and interviewing
- Summarize appropriate steps to gain employment in public relations industry

1. Meet the requirements for this certificate level.
2. Complete the following.

BUS 90	Principles of Marketing	5
JOUR 2	Media and Its Impact on Society	4
JOUR 21A	News Writing and Reporting	3
JOUR 21B	Feature Writing and Reporting	3
JOUR 80	Introduction to Public Relations	4

<b>Complete one course:</b>		<b>3-5</b>
BUS 94	Social Media Marketing Strategies (5)	
JOUR 61A	Student News Media Production I (3)	
	<b>Total Units Required .....</b>	<b>22-24</b>

## Public Relations

### Certificate of Achievement-Advanced

The Certificate of Achievement-Advanced in Public Relations meets the needs of community college students seeking training in a skill set in preparation for a career in public relations, promotions, marketing communication or fundraising.

*Program Learning Outcomes: Upon completion, students will be able to*

- Demonstrate competency in the basics of journalistic and public relations writing, including structure of a story and a press release
- Demonstrate competency in research, information gathering and critical analysis of information using techniques such as observation, online research and interviewing
- Demonstrate understanding of marketing and communication in organizational structures
- Summarize appropriate steps to gain employment in public relations industry

1. Meet the requirements for this certificate level.
2. Complete the following.

BUS 90	Principles of Marketing	5
BUS 94	Social Media Marketing Strategies	5
JOUR 2	Media and Its Impact on Society	4
JOUR 21A	News Writing and Reporting	3
JOUR 21B	Feature Writing and Reporting	3
JOUR 61A	Student News Media Production I	3
JOUR 80	Introduction to Public Relations	4

<b>Complete three courses:</b>		<b>11-15</b>
BUS 10	Introduction to Business (5)	
BUS 89	Advertising (5)	
COMM 70	Effective Organizational Communication (5)	
	or COMM 70H Effective Organizational Communication - HONORS (5)	
EWRT 1B	Reading, Writing and Research (5)	
	or EWRT 1BH Reading, Writing and Research - HONORS (5)	
EWRT 2	Critical Reading, Writing and Thinking (5)	
	or EWRT 2H Critical Reading, Writing and Thinking - HONORS (5)	
JOUR 61B	Student News Media Production II (3)	
JOUR 61C	Editorial Leadership for Student News Media (3)	
	<b>Total Units Required .....</b>	<b>38-42</b>