Certificate in Public Relations and Journalism

In a constantly changing media landscape, radio, television, print and electronic journalism are converging to create new ways for people to find information. At the same time public relations specialists are in increasing demand as organizations seek to get their messages out to stakeholders and the wider community. The concrete skills of writing, reporting and research never go out of style. This certificate is unique in that it is the only program of its kind in New Jersey.

You will study with journalists from the Star Ledger, the Associated Press and the New York Times as well as public relations specialists who are working in the field.

Careers include:
- Advertising
- Event planning
- Fundraising
- Human resources
- Journalism
- Management
- Ombudsman in an organization
- Political and health communication campaigns
- Public relations
- Recruitment

Choose any four from the following (12 credits):
COMM 5009 Public Relations Management
COMM 5280 News Literacy (pending approval)
COMM 5360 Global Journalism (pending approval)
COMM 5535 Crisis Communication
COMM 5620 Convergent Journalism
COMM 5640 Public Relations Cases

For more information contact:
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Quick Facts About Our Program

- Courses are designed for working professionals who can integrate practical skills and theoretical knowledge.

- Skills learned can be adapted to numerous professional settings.

- Courses offer an opportunity to network with other professionals who share your interests.

- Courses may be taken on a credit or non-credit basis.

- Individuals applying for graduate credits must have earned a bachelor's degree (any area).

- Continuing Education Units (CEU) and Professional Development Hours are available for credit and non-credit applicants.

- It is possible to transfer up to four certificate classes into the Communication Studies Master's program.

- All classes have 15 or less students. Small class size means individual attention from faculty and hands-on experience.

- Most classes are scheduled in the evenings.

- Classes are taught by professors who hold the highest degree in their fields and are accessible to students.

- Our graduates have the opportunity to teach in our department and other related programs.
Quick Facts About Kean University

- Founded in 1855 and relocated to Union, NJ., in 1958.
- Produces more teachers than any other college or university in New Jersey.
- Offers more than 100 academic programs at the undergraduate and graduate levels.
- One of the most diverse universities in the country.
- Provides high quality education at affordable tuition rates.
- Students enjoy convenient access by car or by train, with NJ Transit’s Raritan Valley Line making a stop across from campus.
- Athletics programs compete in the competitive New Jersey Athletic Conference.
- State-of-the-art facilities such as our Athletic Stadiums, Enlow Recital Hall, technology-enhanced conference rooms, and much more.
- Hosts a wide spectrum of events that make Kean the cultural and performing arts hub of the region.