



2022-2023 Certificate

Certificate: PUBLIC RELATIONS SPECIALIST (90-699-10)

Credits: 18 Credits

Description: The Gateway Technical College Public Relations Specialist has students demonstrate research, writing, editing, and technology skills needed to develop public relations communications. Students have practiced the steps to research, plan, create, promote and evaluate strategic communications that build relationships between organizations and their publics. They have identified positive and negative situations faced by organizations, applied communication strategies, and reviewed media to distribute communications. They are prepared to pursue a bachelor's degree in journalism or communications, or they can obtain employment as entry-level journalists or PR specialists.

Related Program: Professional Communications

The sequence shown is the recommended path to completion. Courses will be scheduled in the terms indicated here.
All courses should be taken in the order shown to help you stay on track and graduate according to your academic plan.
Courses in this program may be offered in a variety or combination of formats (for example: in-person, video conferencing, online, etc.).

REQUIRED COURSES

NOTE: Requisites (prereq- before/ coreq-with)
R-D = Racine Days, O = Online, F=Fall, S=Spring, SU=Summer

| ✓ | Term One | Cr. | Prerequisite | Corequisite | R-D | O |
|---|--------------------------------------|-----------|--------------|-------------|-----|----|
| | 699-112 Editing | 3 | | | S | S |
| | 699-134 Writing for the Media | 3 | | | S | S |
| ✓ | Term Two | Cr. | | | | |
| | 699-139 Writing Copy and Proposals | 3 | | | SU | SU |
| ✓ | Term Three | Cr. | | | | |
| | 699-117 Research Fundamentals | 3 | | | F | F |
| | 699-133 Writing for Social Media | 3 | | | F | F |
| | 699-140 Writing for Public Relations | 3 | | | F | F |
| | Total Credits | 18 | | | | |

Students must meet one of the following: minimum cumulative high school GPA of 2.6 (unweighted); earned at least 12 college credits with a minimum GPA of 2.0; or complete valid writing placement assessment.

NOTE: Students must complete a certificate program with a minimum of a 2.0 Program GPA.