



PUBLIC RELATIONS AND SOCIAL MEDIA (CERTIFICATE)

The Public Relations and Social Media certificate is professional graduate education that will enhance your understanding of current practices on new communications platforms. The four-course certificate is offered entirely online.

Description

This certificate is designed to fit your lifestyle, so you can grow your skills in social media without disrupting the rest of your life. Classes provide learning that will help you advance your career, make you more valuable in your workplace, keep you current with changing technology and fill gaps in your professional communications knowledge.

This 12-credit-hour certificate can apply toward the complete 36-hour master's degree, the Master of Arts in Journalism and Mass Communications with a specialization in Integrated Media Communications.

Program-Related Information

Graduate Chair

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Support Staff

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Program Website

<https://journalism.unl.edu/pr-social-media/>

Applying for Admission

Standard requirements for all graduate programs

- Application for Admission with \$50 non-refundable application fee (<https://graduate.unl.edu/admissions/requirements/#appfee>).
- Transcripts (<https://graduate.unl.edu/admissions/requirements/#transcripts>) (unofficial): Uploaded as part of application form.

If International: Uploads must include all college- or university-level transcripts or mark sheets (records of courses and marks earned), with certificates, diplomas, and degrees plus certified English translations.

After admission: Official documents are required from all students who are admitted and enroll. Photocopies of certified records are not acceptable. International students enrolled in other U.S. institutions may have certified copies of all foreign records sent directly to the Office of Graduate Studies by their current school's registrar office.

- If applicant's native language is not English, verification of English proficiency (<https://graduate.unl.edu/admissions/english-proficiency/>) is required.

When sending TOEFL scores, our institution code is 6877 and a department code is not needed.

- If applicant is not a US citizen and expects an F or J visa: financial information (<https://graduate.unl.edu/prospective/international/financial/>).
- Applicants must also fulfill any additional requirements the department specifies at the time of application.

Additional requirements specific to this program

- Minimum English proficiency: Paper TOEFL 600, Internet TOEFL 100, IELTS 6.5
- Personal Statement: In roughly 500 words, this statement of objectives should explain your professional background and goals with this certificate.
- Resume

Certificate programs are not considered degree programs, additionally, coursework for this program is delivered primarily online, so international students should be aware that admission to this program is ineligible for immigration forms for an F-1 student visa.

Admission Application Deadlines

- Rolling Deadline

Requirements

Complete 12 credit hours as described here, with grades of B or higher in all classes:

Required Courses (12 credits)		12
ADPR 830	Strategic Communications: Advertising Issues and Strategies	3
ADPR 834	Digital Insight & Analytics	3
ADPR 850	Public Relations Management and Case Studies	3
ADPR 866	Social Media Theory and Practice	3