

# DIGITAL COMMUNICATION CERTIFICATE

This certificate is designed to cultivate a deeper understanding of how to strategically manage communication across digital platforms. It is geared towards working professionals in advertising, public relations, marketing and related fields, as well as students in graduate programs outside A+PR and marketing.

## Admission Requirements

Consistent with the Graduate School and Department of Advertising and Public Relations criteria.

See the Admission Criteria section of this catalog for more information.

**Regular Admission:** An Applicant whose credentials meet the following minimum requirements may be

considered for regular admission:

- **GPA:** The applicant must have a grade point average of 3.0 overall, 3.0 in the last 60 semester hours in a degree program, or 3.0 for a completed graduate degree program.
- **Admission Test Score:** Not required by this certificate program
- **Other Requirements:** Students must also submit a statement of purpose, resume with two references, and three samples of academic and professional work, in accordance with the MA degree guidelines

### Conditional Language Admission:

An international graduate applicant may be considered on an individual basis for conditional language admission if he or she does not meet the minimum TOEFL score requirement of 550 on the paper-based TOEFL or 79 on the iBT, 6.5 on the IELTS or 59 on the PTE.

### General Requirements:

- Completed Bachelor's degree with a 3.0 minimum GPA
- Acceptance into the certificate program
- **15 hours of coursework must be completed to receive the graduate certificate. Hours can be used later towards an MA in Advertising and Public Relations, if desired. Students can also enroll in another MA program concurrently with the certificate program. Transfer credit is not allowed for use towards the certificate program.**
- **The certificate program is designed to be completed in one year. Students must complete the program within six years of enrollment.**

## Course Requirements

| Certificate in Digital Communication |  | Hours     |
|--------------------------------------|--|-----------|
| APR 522                              | Media Strategy and Analytics                             | 3         |
| APR 524 or<br>APR 525                | Reputation Comm Strategy<br>Brand Communication Strategy | 3         |
| APR 541                              | Digital Communication Strategy                           | 3         |
| APR 542                              | Writing for Digital Comm                                 | 3         |
| APR 543                              | Advanced Digital Marketing                               | 3         |
| <b>Total Hours</b>                   |  | <b>15</b> |

| Fall    | HourSpring       | HourSummer | Hours    |
|---------|------------------|------------|----------|
| APR 522 | 3 APR 524 or 525 | 3 APR 543  | 3        |
| APR 541 | 3 APR 542        | 3          |          |
|         | <b>6</b>         | <b>6</b>   | <b>3</b> |

**Total Hours: 15**