

Undergraduate Certificate in Corporate/Community Relations

You can make a vital contribution to an organization's success by helping it communicate effectively with its various internal and external publics. How an organization structures and presents its messages can make the difference between a positive, active response or negative resistance.

By earning this 18-credit certificate, you will not only acquire a foundation in mass media theory but also have the choice of elective courses that meet your particular professional or advocacy needs.

Who should participate:

- Individuals charged with communicating and disseminating company/organization news, policies, benefits, and messages to fellow employees.
- Individuals charged with communicating and disseminating company/organization news to external publics, improving public perception of the organization, and influencing or promoting active response to the organization's message.
- Private citizens involved in community, civic, or volunteer organizations.
- Recent graduates or current students who desire a career in corporate or community communications.

Upon completion of this certificate, participants will be able to:

- Identify and analyze audience traits, perspectives, and motivators.
- Know how to develop and write clear messages that advance and/or support specific organization goals.
- Apply concentrated knowledge of a specialized communication topic.

This certificate is applicable to such fields as corporate communications, nonprofit management, advocacy programs, public relations, broadcasting, sales, communication training, promotions, advertising, lobbying and politics, human resources and relations, and training and development.

Admission requirements

Students must meet requirements for admission to the College of General Studies (CGS). A certificate application form must be completed and returned to a CGS academic advisor. To avoid a late fee, you should complete this process when registering for courses.

Tuition and payment plans

If you are employed, check with your company's human resources office to see whether you qualify for company tuition benefits.

Current tuition rates are available at www.ir.pitt.edu/tuition.

Financial aid information is available at www.pitt.edu/~oafa/fahome.html.

Information about billing and payment options is available at www.bc.pitt.edu/students.

Obtaining the certificate

To receive the certificate, you must fill out an application with your academic advisor prior to completing your last term in the program. Check with your academic advisor for the application filing form and deadline, and be sure all requirements for the certificate have been met. To avoid a late fee, you should complete this process when registering for the term.

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Curriculum: 18 credits

Many courses are offered in the evenings, on Saturdays, and at off-campus locations. Not all courses are offered every term. All courses are three credits unless otherwise noted. Please check course descriptions for prerequisites.

For the course schedule and descriptions of most undergraduate classes offered by CGS, the Kenneth P. Dietrich School of Arts and Sciences, and the College of Business Administration, visit www.as.pitt.edu/undergraduate.

Required courses: 6 credits

COMMRC 0320 Mass Communication Process
ENGWRT 0550 Introduction to Journalism

Electives: 6 credits

Choose two courses from the following:

PUBSRV 1455 Ethics, Law, and Public Policy in the
Mass Media
COMMRC 1111 Theories of Persuasion
COMMRC 1732 Special Topics: Media Relations
BUSERV 1940 Marketing Fundamentals

Specializations: 6 credits

Choose two courses from the following:

COMMRC 1102 Organizational Communication
COMMRC 1730 Special Topics: Health Communication
ENGCMP 0301 Writing Arguments
ENGCMP 0410 Writing in the Legal Professions
ENGCMP 0420 Writing for the Public
ENGCMP 0550 Topics in Public/Professional Writing
ENGCMP 0515 Persuasive Writing: Advertising
and Fundraising
ENGWRT 1310 Newspaper I
ENGWRT 1330 Nonfiction I
ENGWRT 1395 Public Relations Writing
ENGWRT 1397 Creative Corporate Writing
ENGWRT 1403 Topics in Nonfiction: Electronic Media
PUBSRV 1200 Practices of Nonprofit Management
PUBSRV 1310 Diversity Issues in Public Service

College of General Studies

The College of General Studies (CGS) provides adult and continuing education programs that are designed to address changing employer and student needs. The high-quality, flexible programs include degree completion, certificates, and enrichment courses. CGS provides a single point of access to the University's innovative programs and services that both enrich lives and promote the economic health of the region.

Requirements subject to change. Check with an academic advisor before registering.

For more information, contact:

University of Pittsburgh
College of General Studies
412-624-6600
www.cgs.pitt.edu