



21250 Stevens Creek Blvd.
Cupertino, CA 95014
408-864-5678
www.deanza.edu

Academic Year
2019 - 2020

Public Relations

Language Arts Division
Bldg. L1, Room L11
408-864-8547

Counseling and Advising Center
Student and Community
Services Bldg., 2nd Fl.
408-864-5400

Please visit the Counseling and Advising Center to apply for degrees and for academic planning assistance.

Certificate of Achievement Requirements

Completion of all major courses with a "C" grade or higher, or with a "Pass" if the course was taken on a Pass/No Pass (P/NP) basis and the "Pass" is equal to a "C" grade or higher.

Note: A maximum of six (6) quarter units may be transferred from other academic institutions.

Certificate of Achievement-Advanced Requirements

1. Completion of all major courses with a "C" grade or higher, or with a "Pass" if the course was taken on a Pass/No Pass (P/NP) basis and the "Pass" is equal to a "C" grade or higher.
2. Demonstrated proficiency in English and mathematics as evidenced by eligibility for EWRT 1A or EWRT 1AH or ESL 5 and eligibility for MATH 114.

Note: A maximum of 18 quarter units may be transferred from other academic institutions.

Public Relations

Certificate of Achievement

The Certificate of Achievement in Public Relations meets the needs of community college students and working professionals in areas such as sales, fund raising or marketing who wish to expand their skill repertoire in the area of public relations. Potential careers upon completion include public relations specialist, public relations and fundraising manager, or advertising and promotion manager.

Program Learning Outcomes - upon completion, students will be able to:

- Demonstrate competency in the basics of journalistic and public relations writing, including structure of a story and a press release.
- Demonstrate competency in research, information gathering and critical analysis of information using techniques such as observation, online research and interviewing.
- Summarize appropriate steps to gain employment in public relations industry.

Certificate of Achievement

1. Meet the requirements for this certificate level.
2. Complete the following.

BUS 90	Principles of Marketing	5
JOUR 2	Media and Its Impact on Society	4
JOUR 21A	News Writing and Reporting	3
JOUR 21B	Feature Writing and Reporting	3
JOUR 80	Introduction to Public Relations	4

Complete one course: 3-5

BUS 94	Promoting Your Business with Social Media (5)
JOUR 61A	Student News Media Production I (3)

Total Units Required 22-24

Public Relations

Certificate of Achievement-Advanced

The Certificate of Achievement-Advanced in Public Relations meets the needs of community college students seeking training in a skill set in preparation for a career in public relations, promotions, marketing communication or fundraising.

Program Learning Outcomes - upon completion, students will be able to:

- Demonstrate competency in the basics of journalistic and public relations writing, including structure of a story and a press release.
- Demonstrate competency in research, information gathering and critical analysis of information using techniques such as observation, online research and interviewing.
- Demonstrate understanding of marketing and communication in organizational structures.
- Summarize appropriate steps to gain employment in public relations industry.

Certificate of Achievement-Advanced

1. Meet the requirements for this certificate level.
2. Complete the following.

BUS 90	Principles of Marketing	5
BUS 94	Promoting Your Business with Social Media	5
JOUR 2	Media and Its Impact on Society	4
JOUR 21A	News Writing and Reporting	3
JOUR 21B	Feature Writing and Reporting	3
JOUR 61A	Student News Media Production I	3
JOUR 80	Introduction to Public Relations	4

Complete three courses:

11-15

BUS 10	Introduction to Business (5)
BUS 89	Advertising (5)
COMM 70	Effective Organizational Communication (5)
or COMM 70H	Effective Organizational Communication - HONORS (5)
EWRT 1B	Reading, Writing and Research (5)
or EWRT 1BH	Reading, Writing and Research - HONORS (5)
EWRT 2	Critical Reading, Writing and Thinking (5)
or EWRT 2H	Critical Reading, Writing and Thinking - HONORS (5)
JOUR 61B	Student News Media Production II (3)
JOUR 61C	Editorial Leadership for Student News Media (3)

Total Units Required 38-42