

# INTEGRATED STRATEGIC COMMUNICATIONS, GRADUATE CERTIFICATE

JMC 537	Public Relations Planning	
JMC 538	Public Relations Case Studies (if not taken as part of required six hours)	
JMC 539	AD-PR Campaigns	
JMC 609	Sem In Public Relations	
JMC 641	Web Strategies for JMC	
Total Credit Hours		15

Journalism and Mass Communications offers graduate certificates in Digital Communications, in Integrated Strategic Communications and in Media Management. Certificates serve students with or without a background in the field but with an interest in newspaper, magazine, television, radio, the internet or converged media, advertising or public relations. Courses are packaged to target specific areas of development that will augment depth of knowledge or skills, help students remain competitive in the job market, advance their careers, or help them pursue personal enrichment. Students may complete a stand-alone certificate or incorporate it into their JMC master's program or other master's programs on campus.

## Admission Requirements

Admission to the certificate programs requires:

- official transcript baccalaureate degree from a regionally accredited college or university,
- an application for admission to a certificate program or a Secondary Program Request form if already admitted to a graduate degree program,
- at least a 2.5 undergraduate GPA, and
- a 3.0 graduate GPA if already awarded a master's degree, **or** current admission to a Marshall University graduate program

Courses completed in certificate programs can apply to an M.A.J. where appropriate. (Students who want to apply certificate credit to a master's must meet all admission requirements for the M.A.J. including completion of the GRE.)

Students must maintain a 3.0 GPA in all coursework with no more than two C's. If the student falls below these standards, the student will be placed on academic probation. A student who successfully completes the series of courses will earn a certificate.

## Plan of Study

Students pursuing the graduate certificate in **Integrated Strategic Communications** must complete 15 hours as follows:

Code	Title	Credit Hours
<b>Required Courses</b>		
JMC 508	Research and Analytics	3
JMC 515	Content Strategy	3
or JMC 538	Public Relations Case Studies	
Select nine hours of the following:		9
JMC 515	Content Strategy (if not taken as part of required six hours)	
JMC 532	AD-PR Video Production	