

W. PAGE PITT SCHOOL OF JOURNALISM
AND MASS COMMUNICATIONS

INTEGRATED STRATEGIC COMMUNICATIONS GRADUATE CERTIFICATE

15 HOURS

Required courses:

- JMC 508—Strategic Communications Research
 - JMC 515—Advertising Strategy
 - OR JMC 538 – Public Relations Case Studies
- Select nine hours from among the following:
- JMC 515—Advertising Strategy
(if not taken as part of required six hours)
 - JMC 525—Advertising Campaigns
 - JMC 532—Corporate and Instructional Video
 - JMC 537—Public Relations Writing
 - JMC 538—Public Relations Case Studies
(if not taken as part of required six hours)
 - JMC 539—Public Relations Campaigns
 - JMC 609—Seminar in Public Relations
 - JMC 641—Web/Online Strategies

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.

Individuals interested in completing a certificate, either as a standalone program or as part of a master's, must submit an application specifically for the certificate.

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,
- 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 MAJ where appropriate. (Students who want to apply certificate credit to a master's must meet all admission requirements for the MAJ including completion of the GRE.)

Students must maintain a 3.0 GPA in all course work with no more than two C's. A student who successfully completes the defined series of courses will earn a certificate.

MAKE YOUR MARK. LEAVE YOUR LEGACY.



100 Communications Building • 304-696-2360 • <http://www.marshall.edu/sojmc>

College of Arts and Media

