

Bachelor's Degree in \_\_\_\_\_  
From \_\_\_\_\_

## Certificate in Public Relations and Advertising

**2023-2024**

**REQUIREMENTS** **12**

Student's Name: \_\_\_\_\_  
Entrance Date: \_\_\_\_\_

|       |      |     |                           |   |
|-------|------|-----|---------------------------|---|
| _____ | PRAD | 531 | Research for PR/AD        | 3 |
| _____ | PRAD | 537 | Principles of PR/AD       | 3 |
| _____ | PRAD | 538 | Integrated Marketing Comm | 3 |
| _____ | PRAD | 513 | Social Media Practices    | 3 |

### Program Objectives

1. Analyze the functions of public relations and advertising and their role in marketing communications

2. Conceptualize, coordinate, and execute comprehensive public relations/advertising-related campaigns and activities.