

Keene State College

PUBLIC RELATIONS CERTIFICATE PROGRAM



Continuing Education and Extended Studies

Keene State College

229 Main Street, Keene, NH 03435-2605

<http://www.keene.edu/CONTED>

e-mail: continuing-ed@keene.edu

Dear Student,

Thank you for your interest in the **Public Relations Certificate Program in the Department of Journalism, Multimedia, Public Relations**. The program advisor for the current academic year is Professor Marianne Salcetti. Should you have any questions regarding this program please feel free to contact Dr. Salcetti at 603-358-2724 or by email msalcetti@keene.edu.

Attached is an application form, which outlines the program and courses required for successful completion of the certificate. In order to be eligible for a certificate, students must make formal application to the program prior to beginning their second course (or as early as possible for students currently matriculated in a Keene State College degree program).

To apply for admission, submit the application form and letter of recommendation to the Office of Continuing Education, along with the required application fee. You will be notified within two weeks about the status of your application.

Questions regarding application and course registration can be addressed to the Office of Continuing Education at 603-358-2290. Thank you again for your interest, and I wish you the best of luck as you pursue your studies.

Sincerely,

A handwritten signature in cursive script that reads "Robert L. Baker".

Robert L. Baker
Director
Continuing Education and Extended Studies
Keene State College

(Student Name)

(Phone)

(Address)

(Advisor)

KEENESTATE COLLEGE
Program Planning Form

This program has been specifically designed to provide students and community members majoring in fields other than journalism, multimedia, public relations the opportunity to develop skills and knowledge regarding the role and practice of Public Relations in a diverse global marketplace through learning PR applications in varied venues like corporations, non-profits, PR agencies, campaigns and issue-based groups.

ADMISSION REQUIREMENTS (OR PERMISSION OF PROGRAM ADVISOR):

<u>DISCIPLINE</u>	<u>NUMBER</u>	<u>CREDIT</u>	<u>TITLE</u>	<u>SEMESTER</u>
JRN	130	4	Writing for the Media	Fall, Spring, Summer
JRN	155	4	Digital Journalism	Fall, Spring, Summer

A certificate will be awarded upon completion of 12 additional credits from the following course offerings with a GPA of 2.0 or higher:

SELECT ONE COURSE FROM THE FOLLOWING:

<u>DISCIPLINE</u>	<u>NUMBER</u>	<u>CREDIT</u>	<u>TITLE</u>	<u>SEMESTER</u>
JRN	230	4	Print Journalism	Spring
OR JRN	235	4	Broadcast Journalism	Fall, Spring

THE FOLLOWING TWO COURSES ARE REQUIRED FOR THE CONCENTRATION

JRN	386	4	Public Relations Principles	Fall
JRN	486	4	Public Relations Practice	Fall

Because of the sequential nature of some courses and the rotational scheduling of other courses, completing the Certificate Program in one academic year may not be possible.



Keene State College

Public Relations Certificate Program

PERSONAL DATA

Name: _____
LAST FIRST MIDDLE INITIAL

Home Address: _____
STREET/PO BOX CITY/TOWN STATE ZIP CODE

Social Security Number: _____ Home Phone Number: _____

Business Name: _____ Title: _____

Business Address: _____
STREET/PO BOX CITY/TOWN STATE ZIP CODE

Business Phone Number: _____ E-mail Address: _____

EDUCATION -Please complete the following information

Please list any Colleges attended and degrees earned (if applicable):

SCHOOL AND LOCATION	DATES ATTENDED	DEGREE EARNED

Admission Requirements: Successful completion of JRN-130 "Writing for the Media," or experience that fulfills this prerequisite and permission of the Program Advisor.

Please list any college level Journalism coursework, or experience that fulfills the admission requirements:

COURSE TITLE / EXPERIENCE	DATES TAKEN	COLLEGE / SOURCE OF EXPERIENCE

Please list the high school from which you graduated, or received an equivalency diploma:

SCHOOL AND LOCATION	DATES ATTENDED

EMPLOYMENT

CURRENT EMPLOYER	POSITION	LOCATION	DATES

CERTIFICATE REQUIREMENTS

This program has been specifically designed to provide students and community members the opportunity to develop skills and knowledge regarding the role and practice of Public Relations in a diverse global marketplace through learning PR applications in varied venues like corporations, non-profits, PR agencies, campaigns and issue-based groups.

Admission Requirements or Permission of the Program Advisor:

JRN-130 Writing for the Media 4 credits _____

JRN-155 4 Digital Journalism _____

One Course From The Following Is Required:

Course	Credits	Title	
JRN-230	4	Print Journalism	_____

OR

JRN-235	4	Broadcast Journalism	_____
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Both of the following is required for this concentration:

JRN-386	4	Public Relations Principles	_____
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JRN-486	4	Public Relations Practice	_____
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CHECKLIST

The materials listed below are required to complete your application.

- Non-refundable application fee of \$25. Make checks or money orders payable to *KeeneState College*.
- One letter of recommendation from an employer, college advisor or instructor.

If you have any questions regarding this application, please call 603-358-2290. Please return the application, fee, and letter of recommendation to:

Public Relations Certificate Program

Continuing Education and Extended Studies Office

**Keene State College
229 Main Street
Keene, NH03435-2605**

I certify to the best of my knowledge that the information given in this application is correct and complete.

SIGNATURE

DATE

Continuing Education Office use only:

RECEIVED BY

DATE