PUBLIC RELATIONS & SOCIAL MEDIA STRATEGY

OFFICIAL CERTIFICATE PROGRAM



Central to Creating Meaningful Connection

Central's Social Media Strategy Official Certificate Program (OCP) provides college graduates with an advanced study of public relations, also known as the management of credibility. Students learn how to effectively use and analyze social media as part of a communications campaign by examining case studies, learning about public relations theories, and honing their writing ability.

Curriculum

Students must successfully complete three required courses and one elective (12 credits). Up to 12 credits may be applied to the MS in Strategic Communication at Central.

Required Courses:

- Public Relations Writing Strategies
- Social Media Research and Analytics
- Advanced Public Relations and Social Media

Program Features

- 100% online
- Starts every January and August
- 12-credit program
- Attend full- or part-time
- No GMAT/GRE required
- Taught by experts in social media analytics and/or the practice of public relations
- Small class sizes
- Students involved in research projects
- Real world case studies and experiences
- Integration of AI for content creation and designing communication campaigns

Program Contact

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CENTRAL CONNECTICUT STATE UNIVERSITY

What You'll Gain

- Ability to design and produce persuasive messages
- Knowledge of appropriate research methods
- Skills to deconstruct and critically evaluate messages
- Ability to raise awareness, change attitudes, and bring about desired behavior
- Tools to manage credibility for clients such as politicians, celebrities, businesses, and nonprofit organizations
- Capability to write appropriately in both academic and professional settings
- Knowledge of research methods used in the diagnosis of communication problems within organization and between organizations and their target audiences
- Ability to examine the impact of information, communication, and new media technologies in the design and evaluation of public relations campaigns

DID YOU KNOW?

Employment of public relations specialists is projected to grow 11% from 2020 to 2030, faster than the average for all occupations.

Source: bis.gov

Applying for Admission

For consideration, applicants must submit the following:

1. A completed online application (ccsu.edu/apply)
2. Official undergraduate and graduate transcripts from a regionally accredited institution of higher education (GPA of 3.00 or higher is preferred, applicants with a GPA of 2.70 through 2.99, or who have been out of school for five years and possess significant professional experience, may apply to be considered for conditional acceptance)

Official transcripts may be sent directly to the Graduate Recruitment & Admissions Office:

By Mail: Central Connecticut State University
Graduate Recruitment & Admissions Office
1615 Stanley Street
Central Welcome Center
New Britain, CT 06050

By Email: graduateadmissions@ccsu.edu

PROGRAM WEBSITE

ABOUT CENTRAL:
Central Connecticut State University is the largest university within the Connecticut State Colleges and Universities system. Founded in 1849, Central is also the state's oldest publicly funded university. Our campus is located in New Britain, Connecticut. Central is accredited by the New England Commission of Higher Education (NECHE).



Information is subject to change. Please visit our website or contact graduate admissions for the most up to date information.