



Graduate Certificate PROFESSIONAL COMMUNICATIONS AND PUBLIC RELATIONS FOR EDUCATION

Elevate your career with Marian University's Professional Communications and Public Relations for Education Certificate!

Explore the major concepts of professional communication and school public relations

in the educational setting. You'll learn how to use the RACE formula (Research, Action, Communication, Evaluation) to design a real-world communication and public relations plan for your school system. Specifically designed for leaders working in pre-k through grade 12 systems.

Program highlights:

- **Three courses, 9 credits**
- **7-week courses** to fit your busy schedule
- **100% online:** Fully online so school leaders can sharpen their skills without stepping away from their current roles
- **Six start dates per year:** January, March, May, July, August, and October

Learn more @ marianuniversity.edu/online



100%

Marian's
Professional
Communications
and Public Relations
for Education
Certificate is
100% online

7

7-week courses
designed
for working
professionals

6

Six start dates
per year: January,
March, May, July,
August, and October

APPLY
TODAY



Why choose Marian University?

- Knowledgeable and experienced faculty, who bring real-world insights
- Asynchronous learning to fit your busy schedule
- Engaging and supportive environment, with personalized instruction

Through the completion of this series the learner will:

- Gain background knowledge about the science and art of professional communication in the school setting.
- Understand the differences between communication strategy and tactics.
- Examine the role of public relations in educational organizations.
- Understand proactive and reactive communication and public relations.
- Acquire a skill set to select the best communication strategies and tactics to address system-level communication and public relations needs.
- Synthesize this learning into an organizational-level strategic communication and public relations plan.

Apply today

Visit marianuniversity.edu/apply and select **Graduate**. Explore your financial aid options at **FAFSA.gov** — school code **003861**.

MARIAN UNIVERSITY

OFFICE OF ADULT AND ONLINE STUDIES

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