Certificate in Public Communication, Public Policy, and Public Leadership

Department

Certificate in Public Communication, Public Policy, and Public Leadership (https://www.stmarytx.edu/academics/programs/certificate-public-leadership/)

Program Specific Admission Requirements

A graduate-advanced undergraduate program for students seeking to engage the traditions and strengths of St. Mary's University in policy, public service, communication, and community leadership to advance the public interest in the 21st century.

The 15-hour certification program is intended to support graduate students wishing to advance the public interest, locally and globally, through policy analysis and formulation, the focusing and articulation of public issues, and leadership.

Public administration graduate students take 2 Public Affairs (PA) courses (policy emphasis) and 3 Communication courses (Communication emphasis).

Communication graduate students take 2 CM courses and 3 PA courses.

The 12-hour certification program is intended for advanced undergraduates; juniors and seniors take 2 PA core courses and 2 CM core courses. (Five-year, undergraduate students pay the undergraduate rate).

The program, at the grad and undergrad levels, is intended to supplement students' regular degree courses by offering an additional certification. No pre-requisites are required for undergraduate students already majoring in political science or communication.

Certificate Requirements

Code	Title	Semester Hours
PA Required Core Options		
Select two of the following:		6
PA 6301	Public Administration and Policy	
PA 6302	Policy Formulation and Implementation	
PA 6304	Public Policy Analysis	
PA 7302	Leadership and Organizational Culture	3
or PA 7303	Ethics and the Public Sector	
CM Required Core Options		
Select 1-3 of the following (one is required):		3
CM 7350	News Media in the Digital Age	
CM 7345	Applied Persuasion	
CM 7332	Public Relations Writing and Campaigns	
Electives		
Select one elective from the remaining courses (above) or from one of the following once 3-hour required core is fullfilled:		3
CM 7302	Applied Digital Communication	
CM 7303	Digital Communication Analysis	
CM 7311	Media Script Writing	
CM 7313	Video Design and Production	
CM 7341	Interpersonal Communication	
CM 9300	Foundations in Communication Theory	
CM 9311	Rhetorical Theory	
CM 9324	Communications Law and Ethics	
Total Semester Hours		**15**