

Certificate

Strategic Branding and Public Relations

Get cutting-edge skills in public relations and brand management, and improve your written, verbal, and digital communication.

Total Units: 32

The Strategic Branding and Public Relations program consists of seven required courses, a business ethics seminar, and eight units of elective credit (choose 2-4 courses from the elective list). Students must take all courses for letter grade and pass with a program GPA of 2.50 or better.

Completion time: In as little as 3 quarters (full-time pace)

Locations:

Westwood and Online

Required

24 Units | 7 Courses, 1 Seminar

COURSE NAME & NUMBER	UNITS	Typically Offered*			
		FALL	WINTER	SPRING	SUMMER
Fundamentals of Public Relations MGMT X 469.11	4.0	Classroom	Online	Classroom	Online
Brand Management MGMT X 460.41	4.0	Classroom Online	Classroom Online	Classroom Online	Classroom Online
Writing for Public Relations MGMT X 469.12	4.0	Classroom	Online	Classroom	
Working with the Media MGMT X 469.13	4.0	Online		Classroom	
Strategic Public Relations Management MGMT X 469.14	4.0	Online	Classroom	Online	
Crisis Management and Communications: Safeguarding Image and Viability MGMT X 469.15	2.0	Classroom	Online	Classroom	Online
PR and Branding in Practice: Putting It All Together MGMT X 469.16	2.0	Classroom		Online	
Business Ethics MGMT 891.02	---	Classroom Online	Classroom Online	Classroom Online	Classroom Online

Electives

8 Units | Choose 2-4 Courses

COURSE NAME & NUMBER	UNITS	Typically Offered*			
		FALL	WINTER	SPRING	SUMMER
Best Practices in Social Media for the Communications Professional MGMT X 469.21	2.0	Classroom		Classroom	
Digital Communications Strategies MGMT X 469.26	4.0		Online		Online
Entertainment Public Relations MGMT X 469.29	2.0			Classroom	
New Business Development and Pitching the Perfect Presentation MGMT X 460.494	4.0		Classroom		Classroom
Integrated Marketing Communications MGMT X 460.52	4.0	Classroom Online	Classroom Online	Classroom Online	Classroom Online
Writing for Marketing and Advertising MGMT X 461A	2.0	Online	Classroom		Classroom
Internship in Public Relations MGMT X 469.28	4.0	Hybrid	Hybrid	Hybrid	Hybrid

Please Note: An application form and nonrefundable fee are required to establish candidacy in this program. The application & candidacy fee establishes your candidacy in the program for a period of time covering normal progress toward completion, and may allow you to access a variety of program benefits. [Apply Now.](#)

*Courses in this program are typically offered during the quarters and format(s) outlined above. Scheduling is subject to change at any time by UCLA Extension.

Please visit our website for all current course offerings.

Contact Us

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