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## Become a Master Communicator in Public Relations

*Whether you're advancing your career as a public relations specialist or are a newcomer to the field, this UW program will help you become a powerful and persuasive PR practitioner.*

### Put Your PR Career in High Gear

Public relations professionals know how to get the best out of an organization—whether it's promoting a company's goals, maintaining positive relationships with the media or safeguarding an organization's reputation. As an organization's primary contact, you must be able to handle deadline pressures, issue press releases and hold press conferences, respond to media calls and retrieve and organize vital information quickly and efficiently. You're also charged with creating communications strategies that help an organization reach its goals while reaching out to key stakeholders along the way.

PR professionals are savvy spokespeople who communicate in many different ways, on many different levels. When you earn a certificate in Public Relations from the University of Washington, you learn to:

- Build media relations
- Write a wide range of PR materials
- Handle communications during a crisis
- Plan public relations strategy

### Learn from PR Pros with Proven Experience

Learn from the experienced public relations professionals who teach the University of Washington Public Relations certificate program, and get real-world PR expertise and hands-on tools you can use. You'll also get a certificate that's approved by the Department of Communications and the Public Relations Society of America, Puget Sound Chapter, and the International Association of Business Communicators, Seattle Chapter.

### The Job Outlook for PR

According to the U.S. Department of Labor:

- Employment of public relations professionals is expected to grow faster than average through 2014.
- The need for good public relations in an increasingly competitive business environment should spur demand for public relations specialists in organizations of all types and sizes.

Careers in PR include:

- Corporate Public Relations
- Nonprofit Organizations
- Public Relations Firms
- Government
- Investor Relations

## Public Relations Certificate Courses

The following courses are required for the Public Relations certificate:

### Public Relations Practices and Functions

Explore the broad range of responsibilities and roles required of public relations professionals.

### Media Relations

Learn to develop and maintain positive relationships with news media, and how to plan and coordinate media briefings.

### Public Relations Writing

Develop writing techniques that enhance your communications with both internal and external audiences.

### Tools and Techniques

Put proven public relations tools and strategies to use.

### Public Relations Strategy

Identify issues and analyze programs during this practical introduction to public relations strategy.

### Public Relations Practicum

Work on real-world public relations problems for local businesses, nonprofits and government organizations.

## About UW Extension

Learning through UW Extension gives working professionals the quality education that will take your career to the next level, whether you long for a promotion or a shift to a completely new field. All UW Extension programs are designed by UW faculty, industry experts and community leaders. To ensure you receive first-rate instruction, every UW Extension program must be approved by the corresponding University of Washington academic department. UW advisory boards are continually reviewing programs and updating the curriculum to meet the evolving demands of specific fields.

The University of Washington is one of the oldest state-supported institutions of higher education on the West Coast, and one of the preeminent research universities in the world. With nationally ranked academic excellence, facilities, and a diverse student and faculty population, the UW is a leading-edge university with global influence.

## About UW Certificate Programs

You already work hard at your existing job, and going back to school is a serious commitment. That's why UW certificate programs are designed around you, with flexible schedules and a choice of part-time, full-time or even online study, depending on the program. A UW certificate gives you the knowledge and credibility to open doors for the rest of your professional life, whether you're moving up the career ladder or switching careers altogether.

## Learn more about the program

For complete details, visit the Web site:

➔ [WWW.EXTENSION.WASHINGTON.EDU](http://WWW.EXTENSION.WASHINGTON.EDU)

### 📍 Attend an information meeting.

Interested in a certificate? You can ask questions and meet instructors and former students at these free meetings. For meeting dates, times and locations, please go to our Web site.

## Questions? Ask away

Give us a call:

📞 206.685.8936 OR 1.800.506.1325

Send us an email:

➔ [EXTNADVISING@EXTN.WASHINGTON.EDU](mailto:EXTNADVISING@EXTN.WASHINGTON.EDU)

## Apply or register today

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📞 206.897.8939 OR 1.800.506.1325

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