

DIGITAL PUBLIC RELATIONS, CERTIFICATE OF ACHIEVEMENT

Students who complete the Digital Public Relations Certificate will graduate with a professional portfolio stocked with current digital projects they have completed that are relevant to their field of study in Digital Public Relations. They will be introduced to various current trends in the field and offered internship options at the campus and community level. The Moorpark College Digital Journalism Program partners with various Public Relations Marketing Firms and offers opportunities for internships for those that complete the Digital Public Relations Certificate.

To earn the Digital Public Relations Certificate of Achievement, students must complete 9 specified units.

| Course ID | Title | Units/ Hours |
|--------------------|-----------------------------------|-----------------|
| JOUR M02 | Digital Media Reporting & Writing | 3 |
| JOUR M14 | Digital Public Relations | 3 |
| JOUR M16 | Social Media | 3 |
| Total Hours | | 9 |

| Year 1 | | |
|-----------------|-----------------------------------|-------------|
| Fall Semester | | Units/Hours |
| JOUR M16 | Social Media | 3 |
| | Units/Hours | 3 |
| Spring Semester | | |
| JOUR M02 | Digital Media Reporting & Writing | 3 |
| JOUR M14 | Digital Public Relations | 3 |
| | Units/Hours | 6 |
| | Total Units/Hours | 9 |

Upon successful completion of this program, students will be able to:

- Students will be able to apply the elements of planning and research to strategic writing for digital public relations, digital advertising, social media market trends, and digital and content marketing.