

COMMUNICATION STUDIES
CERTIFICATE PROGRAMS

CERTIFICATE IN PUBLIC RELATIONS
A minimum of 36 quarter credits required

Writing for the Media	3 crs.
Principles of Public Relations	3 crs.
Research and Planning for Business Communications	4 crs.
Writing and Production for Business Communications	4 crs.
Graphics and Electronic Media for Business Communications	4 crs.
Ethics and Law for Communications Professionals	3 crs.
Marketing Communications	3 crs.
Advertising and Promotion	3 crs.
Internship	4 crs.
Project in Public Relations	2 crs.
Electives	3 crs.
TOTAL	36 CREDITS

CERTIFICATE IN TRAINING AND DEVELOPMENT
A minimum of 21 quarter credits required

Principles of Instructional Design	2 crs.
Assessment and Evaluation for Trainers	4 crs.
Helping Adults Learn	3 crs.
Designing Creative Training	3 crs.
High Impact Training Materials	3 crs.
Classroom Communication Techniques for Trainers	3 crs.
Related Professional Application Courses	3 crs.
TOTAL	21 CREDITS

CERTIFICATE IN CONFLICT RESOLUTION AND MEDIATION
A minimum of 20 quarter credits required

Interpersonal Communication or Effective Listening	3 crs.
Small Group Communication or Interviewing	3 crs.
Intercultural Communication	3 crs.
Conflict Management	3 crs.
Negotiation	3 crs.
The Mediation Process	3 crs.
Internship or Project in Communication	min. 2 crs.
TOTAL	20 CREDITS

Please see catalog for complete information, including admission and completion requirements.

OUTSTANDING FACULTY

Communication Studies faculty are practicing professionals with advanced degrees. They are gifted educators, imparting the knowledge and skills they use daily in their careers. You will benefit from their experience and connections in the industry.

NEXT STEP

Personalized academic advising is the key to creating the optimal plan for your academic success. Contact Marylhurst University today. Our helpful staff will answer questions about designing your academic program and provide you with information on admissions, transfer credits, financial aid, scholarships, on-campus housing and prior learning assessment.

Marylhurst courses have scheduling flexibility to fit within your busy personal and professional life. Choose from day, evening, weekend and Web-based courses.



Marylhurst University is a liberal arts university located 10 minutes south of Portland between Lake Oswego and West Linn. Founded in 1893, Oregon's oldest Catholic university welcomes students of all faiths and backgrounds. A member of Servicemembers Opportunity Colleges (SOC) and affiliate of the Concurrent Admissions Program (ConAP), Marylhurst is accredited by the Northwest Association of Schools and Colleges.

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PROFESSIONAL COMMUNICATION

COMMUNICATION IS ENRICHED YET COMPLICATED

by advances in technology, the global marketplace and deepening understanding of cultural differences. Skillful communicators are in high demand in today's workplace. To satisfy this need, Marylhurst University offers a range of communication studies options, including bachelor's programs in Communication and Organizational Communication, as well as a Master's in Interdisciplinary Studies with a concentration in Organizational Communication.

In addition, Marylhurst is the only fully accredited institution in the region to provide three professional communication studies certificate programs:

Public Relations Certificate

Conflict Resolution and Mediation Certificate

Training and Development Certificate

As a communications professional, you fill a critical role for any organization as a primary communicator, liaison and negotiator. The Communication Studies Certificate programs prepare you to meet these challenges.

THE PROGRAMS

The **Public Relations Certificate program** prepares you for a career in marketing and communications. You will learn to conduct audience research; plan and budget a public relations campaign; manage your organization's reputation and response to crises; publicize and plan special events; and produce publications, from writing and editing to layout and printing.



The **Training and Development Certificate program** prepares you for a career as a trainer, training designer or consultant. You will learn to plan, develop, analyze and evaluate training and development needs and processes; to create an effective adult learning environment; and to design high-impact training materials.

The **Conflict Resolution and Mediation Certificate program** gives you tools in dispute resolution, negotiation and third-party mediation, valuable in corporate, government or social service careers. You will learn to manage conflict, practice interest-based negotiation and resolve differences through the mediation process.

THE MARYLHURST EXPERIENCE

At Marylhurst, you will find **flexibility and convenience in a dynamic learning environment.**

- Evening, weekend, daytime and online courses
- College credit for prior learning, work and life experience
- Small classes: the student-faculty ratio is 9 to 1
- Outstanding classmates: many students are working professionals, balancing the demands of family, work and school

BA IN COMMUNICATION

You may also choose to enter Marylhurst's BA in Communication program. Receive your professional certification in Public Relations or Training and Development as you complete the degree's concentration requirements.

PROFESSIONAL DEVELOPMENT

Already have your bachelor's degree? Certificate courses are available to students interested in professional development (Continuing Education).

A Marylhurst advisor can help you chart an educational plan that meets your goals.