

R·I·T

www.rit.edu/cms



Public Relations: Professional Writing Certificate Program



The Center for
Multidisciplinary
Studies

Public Relations: Professional Writing

Almost every organization employs individuals, either in house or by contract through public relations agencies, who can prepare press releases, brochures, newsletters, annual reports, point-of-purchase promotions and other persuasive, informative materials in a variety of media. The professional writing program provides specialized instruction in writing marketing materials, inbound and outbound publications, corporate-level communications and speeches and scripts.

Required Courses:

0688-356: Strategic Communications

This is a survey of strategic reactions to organization and communication problems. Case studies are used to analyze how communications research, planning, implementation, and evaluation are used to contribute to organizational goals and respond to needs and crises. Students study real cases where organizations have developed strategies for communication with consumers, employees, investors, government bodies, communities, and other publics. Credit 2

0681-264: Advertising Evaluations & Techniques

Course presents basic approaches used in planning, preparation and evaluation of advertising and sales promotional materials. A number of projects involving writing/layout/production for print, broadcast and specialized media advertising are incorporated. Credit 4

0688-348: Managing The Project

Principles of project management are studied and applied in cases and examples taken from the fields of technical and public relations communication. Major topics include planning, organizing, scheduling, budgeting, controlling, monitoring and reporting. Conflict resolution, team building and motivation are also covered. Use of project management software is introduced. Credit 2

Professional Writing Courses:

0688-352: Writing for the Organization

Introduction to public relations writing at the corporate level, including planning, writing and producing documents and publications intended to interpret the organization both internally and externally. Provides practice in writing a variety of information products including news and feature copy and annual report copy. Credit 2

0688-357: Media Relations

Designed for writers whose positions frequently require preparation of public relations copy for media use. Emphasis is on developing clarity, precise use of language, and style in writing media letters and news releases. Credit 2

0688-347: Promotional Writing

Focuses on practical guidelines for preparing marketing materials including brochures, data sheets, trade press articles, press kits and advertising copy. (Pre-Requisite: 0502-227 or equivalent) Credit 2

0688-353: Scripting AV & Video Presentations

Introduces writing and production techniques for audiovisual and video presentations. Scripting prepares students to write a specialized form of communication-dialogue that is to be spoken and heard. Instruction on enhancing the verbal message with visuals is presented. Dimensions of wording, voice characterization, sound, motion and color are explored. Includes story-boarding and an introduction to traditional and emerging production methods. Credit 2

0688-354: Speechwriting

Introduces principles of speechwriting, a highly specialized form of professional communications. Speechwriting covers techniques for preparing a speech in the “voice” of another. Writing for the “ear” and adapting the message, wording, body language and tone to the speaker are included. Techniques for enhancing message retention are studied. Credit 2

About the CMS Certificate Program

Build an academic program that you can complete at a pace that suits your lifestyle. The Center for Multidisciplinary Studies offers several certificate programs designed for students who want to gain expertise in a specific area of study or who wish to focus on one area of study at a time. Credits earned in these programs may be applied toward a degree in Applied Arts and Science. Ask a CMS advisor for more information.

Students must achieve a program GPA of at least 2.0 in order to be certified. A CMS academic advisor can explain the details. Just give them a call or send them an e-mail.

A Degree As Unique As You.

Rochester Institute of Technology
The Center for Multidisciplinary Studies
31 Lomb Memorial Drive
Rochester, NY 14623
T: 585.475.2234
F: 585.475.6292
E: cms@rit.edu
W: www.rit.edu/cms