

# Public Relations

Associate Degree & Certificate Program



*“It was the **Media Arts Department** that really changed everything for me. I finally felt like **I found my calling** and was able to find like-minded people who felt the same. Between the professors and the students, **we became a family** who supported one another in both **educational and career goals.**” - Madison Bell, Publicist at National Geographic TV*

PIERCE COLLEGE media ARTS



## Pierce Media Arts

- Versatile courses
- Experienced instructors
- Small classes
- Hands-on training
- State-of-the-art equipment
- Award-winning publications

## Contact Us

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los angeles  
PIERCE COLLEGE media ARTS



## Public Relations

Earn an Associate Degree or a Certificate

**ONLINE**  
or  
**ON CAMPUS**

\* When students complete the Intersegmental GE Transfer Curriculum (IGETC) and STAT 001 for math.

At Los Angeles Pierce College, earn an Associate Degree or a Certificate in Public Relations - *On Campus or Online!*

PR is a multidisciplinary program, offering courses in:

- Photography
- Journalism
- Graphics
- Marketing
- Radio/Podcasting
- And more!



## Associate of Arts Degree

### REQUIRED COURSES

JOURNAL 100 Social Values in Mass Comm (3 units)  
 JOURNAL 101 Collecting and Writing News (3)  
 PHOTO 101 Beginning Digital Photography (3)  
 OR  
 PHOTO 09 Introduction to Cameras and Composition (3)  
 MEDIART 801 Digital Media Storytelling (3)  
 OR  
 MEDIART 117 Intro to Social Media (3)  
 PUB REL 001 Principles of Public Relations (3)  
 PUB REL 002 Public Relations Technique (3)  
 MARKET 001 Principles of Selling (3)  
 OR  
 MARKET 021 Principles of Marketing(3)

### ELECTIVE COURSES

Choose THREE (3) semester units from the following:  
 BRDCSTG 010 Radio Programming and Production (3)  
 CAOT 082 Microcomputer Software Survey in the Office A (3)  
 JOURNAL 108 Article Writing (3)  
 JOURNAL 185 Directed Study (1)  
 JOURNAL 202\* Advanced Newswriting (3)  
 JOURNAL 217\* Publication Laboratory (2)  
 JOURNAL 219\* Techniques for Staff Editors (1)  
 JOURNAL 220 Magazine Production (3)  
 JOURNAL 251 Visual Communication in Mass Media (3)  
 MEDIART 802 Introduction to Podcast (1)  
 PHOTO 020 Beginning Photojournalism (4)  
 PHOTO 049 A&B Photographic Digital Imaging & Advanced Photographic Digital Imaging (6)  
 PHOTO 102\* Advanced Digital Photography (3)

**MAJOR – TOTAL UNITS (24)**

**FOR AN ASSOCIATE DEGREE, ADD ONE OF THE FOLLOWING GENERAL EDUCATION PLANS:**

LACCD GE LACCD General Education Plan 21 units  
 CSU GE CSU GE Breadth Certification Plan 39 units

**IGETC Intersegmental GE Transfer Curriculum 34-37 units (STAT 001)**

*\* See general catalog for prerequisites and/or corequisites*

## Certificate of Achievement

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 OR  
 MARKET 021 Principles of Marketing(3)

**MAJOR – TOTAL UNITS (21)**



Pierce Public Relations graduates have successful careers as publicists, marketing executives, managers, agents, journalists, account directors and more.