



Press Release

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More Than 320 Students Have Earned the Certificate in Principles of Public Relations

NEW YORK (May 7, 2019) — More than 320 students from 56 universities and colleges nationwide have successfully earned the [Certificate in Principles of Public Relations](#) to #StandOutinPR since the program launched five years ago, according to the Universal Accreditation Board (UAB) that administers the program. The UAB credits the success of the Certificate program to professors' and industry professionals' support, along with students' personal passion for public relations and a desire to distinguish themselves among growing competition.

The Certificate examination tests foundational knowledge of those entering the public relations profession and is administrated by the UAB. Passing the Certificate exam gives graduating students a leg up in securing sought-after positions in the profession. The examination tests students' knowledge of concepts such as:

- Communication models and theories.
- Business literacy.
- Ethics and law.
- Program research, planning, implementation and evaluation.

The UAB offers a webinar, "[Best Practices for Professors for the Certificate in Principles of Public Relations](#)," to support professors mentoring students through the process. This online tool was developed by the UAB because many colleges and universities offer preparatory public relations courses or classes, and research found three out of four students who have pursued the Certificate considered their professor to be their mentor throughout the process.

Current UAB Chair and Virginia Polytechnic Institute and State University Professor Douglas Cannon, Ph.D., APR+M, Fellow PRSA, supports the Certificate in Principles of Public Relations and is a mentor to his students. By 2020, Virginia Tech will have fully implemented a policy that requires all graduating public relations majors to take the Certificate examination.

"As another academic year draws to a close, we celebrate the ambitious graduates who will stand out as they start out in their public relations careers and thank all the professors and professionals who have and continue to mentor students as they earn the Certificate in Principles of Public Relations," said Cannon. "We also want to acknowledge the relationship of the Certificate in creating the groundwork for the new professional who is committed to demonstrating the foundational knowledge of public relations and may eventually seek Accreditation in Public Relations (APR) after developing strategy and counseling skills through professional experience."

To support the Certificate in Principles of Public Relations, professors and public relations professionals should:

- Encourage senior students and/or recent graduates to pursue the Certificate.
- Volunteer to serve as a mentor to students pursuing the Certificate.
- Serve as a study course speaker for the examination preparatory classes (if applicable).

To participate in the Certificate in Principles of Public Relations program, students must be within six months of graduation (either before or after) from an accredited college or university whose degree is in public relations or a related area of study. They also must be members of the Public Relations Student Society of America (PRSSA) or student member of another UAB participating organization, and take a course specifically designated for Certificate preparation either online or on campus.

Successful recipients hailed from Belmont University, Nashville, Tennessee; Drake University, Des Moines, Iowa; Metropolitan State University, St. Paul, Minnesota; Otterbein University, Westerville, Ohio; San Diego State University, San Diego, California ; SUNY Plattsburgh, Plattsburgh, New York; University of Alabama at Birmingham, Birmingham, Alabama; University of Central Florida, Orlando, Florida; University of North Alabama, Florence, Alabama; University of Wisconsin Oshkosh, Oshkosh Wisconsin; and Virginia Polytechnic Institute & State University, Blacksburg, Virginia. See the full list of 2018 Certificate recipients at www.praccreditation.org/about-uab/new-notable/recent-certificates/index.html.

For more information on the Certificate in Principles of Public Relations, visit www.prcertificate.org.

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