

About the Certificate in Principles of Public Relations

The Certificate in Principles of Public Relations is an entry-level certificate designed to demonstrate a fundamental level of knowledge for graduates entering the public relations profession and related fields.

The Universal Accreditation Board (UAB) comprises nine participating public relations professional organizations, administers several programs to promote lifelong learning in the public relations profession. The UAB entry-level program is the Certificate in Principles of Public Relations.

Earning the Certificate in Principles of Public Relations gives new graduates an advantage in a competitive job market.

To be eligible to take the Certificate, students must be within six months of graduation (before or after), and be a public relations major or major in a related field.

1. Review and complete The Certificate in Principles of Public Relations [Application](#).
2. Work with your university's [faculty coordinator](#) to certify eligibility.
3. Attend a certificate preparatory course or complete the Principles of Public Relations [Online Study Course](#).
4. [Study](#) for and complete the computer-based examination.

The certificate program costs \$150 (\$25 application fee plus \$125 examination fee). This does not include any tuition or fees that may be charged by individual universities OR the \$50 fee for the [Online Study Course](#).

It's easy for universities to participate in the Certificate in Principles of Public Relations program. A faculty coordinator designated by the university for the Certificate program is responsible for:

- a. Certifying the candidates are majors in public relations or a related field
- b. Certifying that candidates are dues-paid members of the Public Relations Student Society of America (PRSSA) or another UAB Participating Organization, such as the Florida Public Relations Association
- c. Organizing the University's preparatory course (students may also opt for the [online course](#))
- d. Collecting candidate applications and payments to the Accreditation Manager at PRSA, Kathy Mulvihill