



NJCU MARKETING MAJORS EARN COVETED CERTIFICATE IN PRINCIPLES OF PUBLIC RELATIONS
NJCU now leads New Jersey in graduates with distinction

[January 15, 2021]: Jessica Oudharnine and Uzma Shaikh, 2020 graduates of the NJCU School of Business, have passed the Certificate in Principles of Public Relations Examination through the Universal Accreditation Board (UAB), which includes nine participating public relations professional organizations. The Certificate in Principles of Public Relations is an entry-level certificate designed to demonstrate a fundamental level of knowledge for graduates entering public relations and related professions.

Oudharnine and Shaikh are the eighth and ninth NJCU Marketing graduates to pass the examination. They join Valerie Gonzalez, Shayne Cannata, Natasha Veras, Nicole Ortiz, Nicole Manzione, Monika Palkowski, and Thi Swander in this accomplishment.

NJCU now leads New Jersey in the number of students who have passed the examination.

"The Certificate in Principles of Public Relations gives emerging professionals in Marketing and related fields a clear competitive edge in the job market," said Dr. Kathleen Rennie, APR, Fellow PRSA, chair of the NJCU Marketing Department. "It distinguishes these NJCU graduates from other rising professionals, demonstrating that they fully understand the core elements of strategic communication and real-world application of essential practices and concepts as determined by external professional organizations and the UAB."

The UAB administers several programs to promote lifelong learning in the public relations profession and related fields, including Accreditation in Public Relations (APR), a designation earned by professionals that demonstrates competency in the knowledge, skills and abilities required to practice public relations effectively and strategically.

"As I embark on my post-undergraduate career, honing in on skills such as business literacy, crisis communication management, and ethics and law is essential to my advancement in the public relations industry," said Oudharnine. "Preparing for the Certificate in Principles of Public Relations has strengthened my foundational knowledge of these concepts, which can be applied to various strategic communication fields."

"Knowing and using basic public relations concepts has helped me make strategic decisions in my past internships and in my current full-time role," said Shaikh. "The Certificate advanced my understanding of strategic communication and enhanced my skill set. I am grateful to my NJCU Marketing professors for their guidance and support in pursuing the Certificate.



To qualify for the Certificate examination, students must (a) be within six months of graduation (before or after) from an accredited college or university whose undergraduate or master's degree is in public relations or a related area of study; AND (b) be members or affiliate members of the Public Relations Student Society of America or student member of another UAB Participating Organization, such as the Florida Public Relations Association or the Southern Public Relations Federation; AND (c) complete a campus-based Certificate preparatory course or the [Certificate in Principles of Public Relations Online Study Course](#).

Examination topics include strategic planning (research, planning, implementation and evaluation process), media relations, communication models and theories, information technology, and ethics and laws. Each student takes the examination on their own schedule at a testing center.

More information about the Certificate and the UAB is available at <http://www.prcertificate.org>

More information about how to prepare for the Certificate at NJCU is available by contacting Dr. Rennie at KRennie@njcu.edu

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