# THE UNIVERSITY OF ALABAMA

**Information Item**

**Creation of a Graduate Certificate in Digital Communication**

**CIP Code: 09.0903**

The College of Communication & Information Sciences at The University of Alabama currently offers a Master of Arts (M.A.) degree in Advertising & Public Relations. The faculty of the department identified an additional opportunity to serve students from any undergraduate discipline who have limited to no industry experience through in-demand curricula related to digital communication. The proposed 15-credit hour Certificate will be offered online to attract a diverse group of professionals across the country in a variety of fields. Additionally, the proposed Certificate dovetails with the work of the Plank Center for Leadership in Public Relations. Completion of five courses (15 semester credit hours) will be required.