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Ferris State PR, College of Business, 119 South Street, Big Rapids, MI 49307 | Built on Character. Driven by Business.

**News Release**  
For Immediate Release

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## **FERRIS STATE PR RECEIVES NATIONAL CERTIFICATION**

BIG RAPIDS, MI - The Public Relations Program at Ferris State University recently received Certification in Education for Public Relations (CEPR) at the international Public Relations Society of America (PRSA) conference in Washington D.C. This prestigious award marks Ferris State PR as the only program in Michigan, and one of only 23 in the nation, to achieve this high honor.

The CEPR process is extensive and rigorous, including an in-depth application, two-day site visit from national, accredited PR professionals, followed by multiple approval stages at the national level. Achieving certification requires meeting nine specific criteria of excellence in areas such as curriculum, assessment, faculty, facilities, and diversity.

“The certification process took more than a year to complete,” said Dr. Patrick Bishop, Ferris State PR program champion and professor. “The site team was very enthusiastic about our program and became some of our strongest advocates for gaining certification.”

Bishop added, “One of the primary distinctions of the Ferris program is the fact that it’s based in a college of business. We are one of the only programs in the nation to offer an undergraduate public relations degree in business.”

The program offers students real-life public relations experience through ten PR-specific courses (the most in Michigan) in addition to a fully functional student-run PR firm. Bishop hopes to continue to build the program through study away courses, internships, and increased connection with West Michigan PRSA professionals.

Ferris State PR was founded in 1985 with help from distinguished national PRSA board members and practitioners, Patrick Jackson and Betsy Plank (both since deceased). The program’s guiding principle is: “Built on character. Driven by business.” For information about the curriculum or enrollment, visit [www.ferris.edu](http://www.ferris.edu) or contact Dr. Patrick Bishop at [patrickbishop@ferris.edu](mailto:patrickbishop@ferris.edu).



Ferris State’s Public Relations curriculum became the only program in Michigan to gain national certification from the Public Relations Society of America. Pictured above are PRSSA executive board members and program advisor (l-r): Leslie Swanson, Danielle Breuker, Dr. Patrick Bishop, Heather Schonmeier, and Jon Parrish.