

# PUBLIC RELATIONS - GRADUATE CERTIFICATE (PRPD)

## Ontario College Graduate Certificate | 2 semesters | Barrydowne and Online/Virtual

World-renowned business mogul Warren Buffett once said, "It takes 20 years to build a reputation and five minutes to ruin it." In just eight months, you'll learn how to communicate effectively, build relationships, and manage internal and external forces in order to maintain and enhance reputations for all types and sizes of organizations.

You will learn the ropes of the public relations industry through classes, labs, and hands-on assignments and gain the range of skills you need to be a great communicator, including:

- Media relations
- Event planning and execution
- Speechwriting and presenting
- Writing for web, social media, print, and broadcast
- Photography and podcast production
- Strategic communications planning

This program is delivered as a combination of online or virtual courses, classroom experiences, and practical experiences, giving you the flexibility to learn from the convenience of your home community.

Cambrian College is a member of both the Canadian Public Relations Society and the International Association of Business Communicators. Students are encouraged to consider purchasing a student membership in these professional associations.

### Program Highlights

- 1 year – 2 semesters
- Delivered as a combination of online courses, classroom experiences, and practical experiences
- Real-world experience from planning and executing community events and developing strategic plans for community clients
- Courses cover all aspects of public relations, including event planning, media relations, speechwriting, social media communications, and more

### Quick Links

How to Apply (<http://cambriancollege.ca/apply>)

Business and Information Technology (<http://cambriancollege.ca/field-of-study/business-and-information-technology>)

### Admission Requirements

Graduate of a recognized two- or three-year postsecondary program.

Recommended:

- A communications background

**APPLY NOW!** (<http://ontariocolleges.ca/apply>)

## Program Delivery 2018-2019

This program will be delivered in the following terms:

### Fall Term Start

1. SEMESTER 1 Fall 2018
2. SEMESTER 2 Winter 2019

For specific term start/end dates and other key dates/deadlines, please see the Academic Schedule (<http://cambriancollege.ca/apply/how-to-apply/academic-schedule>) on our website.

## Program of Study

Semester 1		Credits
ADV 1231	Photography	3
ISP 1216	Communication Design	4
PRO 1105	Intro To Public Relations Theory	3
PRO 1215	Media Relations	3
PRO 2305	Event Management Theory	3
PRO 3541	Corporate Communications	4
Term Credits:		20
Semester 2		
PRO 2400	Writing for Media Relations	4
PRO 2417	Speechwriting and Presenting	4
MKT 1104	Marketing Essentials	4
PRO 3000	Applied Public Relations	4
PRO 3520	Strategic Communications Planning	3
PRO 3560	Social and Digital Media	3
Term Credits:		22
Total Credits:		42

## Fees

### Tuition and Ancillary Fees

Please see our fees page (<http://cambriancollege.ca/fees>) for the breakdown of tuition and mandatory ancillary fees by program and semester for both domestic and international students

### Books & Supplies

The cost of books and supplies for Year 1 is approximately \$1,500. This includes \$800 for a camera and \$700 for books. This is the best information available at the time of publishing to the website and is subject to change.

## Graduate Options

### Employment Opportunities

Graduates are prepared for positions in PR and communications, but it is a skill set that is relevant to, and has applications in, many other fields. Graduates may find employment in a public relations capacity as:

- Communication/information officers and specialists
- Marketing specialists
- Social media specialists
- Special events coordinator

- Publicists
- Media relations officers

### **College/University Degree Opportunities**

Graduates from this program may continue their studies at college/university and may receive credit for their prior College education.

Refer to College/University Agreements (<http://www.cambriancollege.ca/agreements>) for further information.

### **Contacts**

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