

# PUBLIC RELATIONS (PRPG)

## Ontario College Advanced Diploma | 6 semesters | Barrydowne and Online/Virtual

Cambrian College's Public Relations program is right up your alley if:

- You like the idea of working in media/journalism/business/branding/marketing/sales (PR uses all the same skill sets, focusing on communications)
- You want a program that puts you on the path to both an advanced diploma AND a degree
- You're a good writer and you love to read
- You are totally creative
- You're a talker and/or a great listener (and there's lots of behind-the-scenes work if you're shy!)
- You love socializing, people love you, and you like working with people
- You give great relationship advice

Students in Cambrian's Public Relations program learn the ropes of the public relations industry and put their natural abilities to work preparing for an exciting and growing profession. Classes, labs, hands-on work, and a seven-week field placement help students gain the range of skills they need to be great communicators, including:

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

Graduates of the program have a portfolio of professional-grade work to showcase to potential employers and may also consider completing a university degree program in communications. For example, graduates may complete their four-year BA in Communications at Laurentian University with only one additional year of study.

Cambrian College is a member of both the Canadian Public Relations Society (<https://www.cprs.ca>) and the International Association of Business Communicators (<https://www.iabc.com>). Students are encouraged to consider purchasing a student membership in these professional associations.

### 4D Learning Opportunities

Fundraising initiatives: Each year, Public Relations students undertake various fundraisers for countless community organizations. To date, PR students have raised more than \$70,000 for student scholarships, bursaries and the community organizations close to their hearts.

### 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

For graduates of the new curriculum (OSS): Ontario Secondary School Diploma (30 credits) or equivalent or mature student status, including:

- Any grade 12 English (C), (U), or (M)
- Any grade 10 mathematics (C), (U), or (M)

Recommended: Computer competency in relevant software.

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

## Program Delivery

### 2019-2020

This program will be delivered in the following terms:

#### Fall Term Start

1. **SEMESTER 1** Fall 2019
2. **SEMESTER 2** Winter 2020
3. **SEMESTER 3** Fall 2020
4. **SEMESTER 4** Winter 2021
5. **SEMESTER 5** Fall 2021
6. **SEMESTER 6** Winter 2022

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
ENG 1002	College Communications	3
BUS 1104	Introduction to Business Concepts	3
JRN 1005	Introduction to Video	3
MKT 1104	Marketing Essentials	4
PRO 1001	Introduction to PR and Business Writing	4
PRO 1105	Intro To Public Relations Theory	3
The following General Education course:		3
POL 1500	Canadian Political Studies	
Credits		23

Semester 2		Credits
PRO 1002	Corp. Social Responsibility	3
PRO 1106	Untangling the Web	3
PRO 1215	Media Relations	3
PRO 1220	Communications Research	3
PRO 2417	Speechwriting and Presenting	4
PRO 3555	Fundraising	3
Credits		19

Semester 3		Credits
BUS 2040	Organizational Behavior	3
ISP 1216	Communication Design	4
PRO 2305	Event Management Theory	3
PRO 2400	Writing for Media Relations	4
PRO 3560	Social and Digital Media	3
One of the following General Education courses:		3
PSY 1001	Psychology of Evil	
FIT 1115	Health & Wellness	

MUS 1009	Rock Music, Culture & Technology	
SOC 1010	Cross-Cultural Understanding	
PSY 1125	Positive Psychology	
Credits		20
<b>Semester 4</b>		
BUS 2465	Global Business	4
ISP 3026	Computer Applications for Business I	3
PRO 1004	Internal & Investor Communicat	3
PRO 2425	Event Management Practicum	3
PRO 3541	Corporate Communications	4
One of the following General Education courses:		3
MUS 1009	Rock Music, Culture & Technology	
PSY 1125	Positive Psychology	
FIT 1115	Health & Wellness	
PSY 1001	Psychology of Evil	
SOC 1010	Cross-Cultural Understanding	
Credits		20
<b>Semester 5</b>		
ADV 1225	Integrated Marketing Communications	3
ADV 1231	Photography	3
PRO 1107	Copywriting: Art of Persuasion	3
PRO 1007	Communications Analytics	3
PRO 3520	Strategic Communications Planning	3
PRO 3550	Public Relations Agency	3
Credits		18
<b>Semester 6</b>		
BUS 2355	Management Decision Making	3
LAW 1060	Communications Law	3
PRO 1000	Crisis Communications	3
PRO 1006	Field Placement	7
Credits		16
Total Credits		116

- Communication/information officers and specialists
- Marketing specialists
- Social media specialists
- Content strategy specialists
- Special events coordinators
- Publicists
- Media relations officers
- Speechwriters

## 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

### David Kilgour

Acting Program Coordinator  
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## 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 \$600. This is the best information available at the time of publishing to the website and is subject to change.

## Graduate Options

### Employment Opportunities

The Public Relations program prepares graduates for positions in public relations 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: