

PUBLIC RELATIONS - GRADUATE CERTIFICATE (PRPD)

Your career in communications starts here

Learn the ropes of the growing public relations industry through a combination of virtual courses, classroom workshops, and hands-on assignments. Set your own pace on a career path that leads to a management position in public relations delivered with flexibility that suits your lifestyle. Our PR program covers communication strategies, event management, media relations, digital marketing, social media, and more.

You'll explore a wide range of skills that include corporate communication, event planning and execution, strategic planning, writing for web, social media, print and broadcast media, and podcast production. Learn from industry professionals how organizations create and maintain engaging relationships with their publics.

Program highlights

- Hands-on assignments and labs
- Gain real-world experience by planning and executing community events
- Develop social media skills and master digital marketing
- Learn how to create PR strategies across various platforms
- Cambrian is a member of the Canadian Public Relations Society and the International Association of Business Communicators

Program of study for 2025-26 Academic Year

Semester 1		Credits
PRO 1132	Public Relations Strategies	3
PRO 1134	Media Relations	3
PRO 1130	Event Planning & Theory	3
PRO 1117	Digital Marketing I	3
COM 1161	Communications Research	3
PRO 1135	Public Relations Writing I	3
COM 1162	Communications Design	3
Credits		21
Semester 2		
PRO 1143	Personal Branding	3
PRO 1144	PR Agency	3
PRO 1145	Public Relations Writing II	3
COM 1171	Crisis Communications	3
PRO 1217	Digital Marketing II	3
COM 1172	Communicating Corporate Social Responsibility	3
PRO 1140	Event Production	4
Credits		22
Total Credits		43

Note:

Part-time students will be provided with a pathway to complete this program on a part-time basis.

Admission requirements

Applicants must be graduates of a diploma, advanced diploma, or degree program from an Ontario College or equivalent.

OR

Applicant must possess five years of work experience in a related field (or combination of education and work experience) as judged by the college to be equivalent. Applicants must submit a resume detailing their related experience and a cover letter outlining their competencies and preparedness for the program (any and all post-secondary transcripts must still be submitted).

Program delivery

There are currently no intakes scheduled at this time.

Specific program pathways

College or university degree opportunities

If you are a graduate of this program, you may continue your studies at a college or university and you may receive credit(s) for your prior college education. Refer to Cambrian's college and university agreement (<https://cambriancollege.ca/supports-services/articulation-agreements/universities-in-canada/>) details for further information.

Employment opportunities

Graduates are prepared for public relations and communications positions with a skill set relevant to many diverse fields in today's economy. For example, thousands of public relations practitioners worldwide contributed to crucial communications surrounding the COVID-19 pandemic. Graduates may choose to open their own agency or perhaps to work at a large corporation or a grassroots not-for-profit. This growing industry has a wealth of opportunities for communicators across all sectors. Graduates will find employment opportunities as:

- Social media coordinator
- Communications officer
- Event manager
- Marketing communications manager
- Digital marketing and communications specialist
- Strategic communications planner
- Publicist
- Media relations manager
- Content marketing manager

Contacts

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INTERNATIONAL ADMISSIONS

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