

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

- Attend classes virtually or in-person
- 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 2024-25 Academic Year

| Semester 1 | | Credits |
|------------|---|-----------|
| PRO 1132 | Public Relations Strategies I | 3 |
| PRO 1133 | Digital Marketing | 3 |
| PRO 1134 | Media Relations | 3 |
| PRO 1130 | Event Planning & Theory | 3 |
| COM 1161 | Communications Research | 3 |
| PRO 1135 | Public Relations Writing I | 3 |
| COM 1162 | Communications Design | 3 |
| | Credits | 21 |
| Semester 2 | | Credits |
| PRO 1143 | Personal Branding | 3 |
| PRO 1142 | Public Relations Strategies II | 3 |
| PRO 1145 | Public Relations Writing II | 3 |
| PRO 1144 | PR Agency | 3 |
| COM 1171 | Crisis Communications | 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

2024-2025

Fall term start

SEMESTER 1: Fall 2024

SEMESTER 2: Winter 2025

Winter term start

SEMESTER 1: Winter 2025

SEMESTER 2: Spring 2025

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/>) details for further information.

Employment opportunities

Graduates are prepared for positions in public relations and communications with a skill set that is relevant to many diverse fields in today's economy. For example, thousands of public relations practitioners the world over 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. There is a wealth of opportunity for communicators across all sectors in this growing industry. Graduates will find employment opportunities as:

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

Contacts

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INTERNATIONAL ADMISSIONS

2 Public Relations - Graduate Certificate (PRPD)

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