

# PUBLIC RELATIONS - GRADUATE CERTIFICATE (PRPD)

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

Learning at your own pace, you'll develop a communications skill set that will illuminate your career path to a management position in public relations. Experienced professors and industry professionals will lead as you explore how to communicate effectively, build relationships, and manage internal and external forces 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:

- Public relations strategies
- Media relations
- Corporate Communications
- Event planning and execution
- Writing for the web, social media, print, and broadcast
- Communications research
- Communications design

A combination of virtual classes streamed over the Internet and classroom, and practical experiences give you high flexibility to learn from the convenience of your home community or virtually anywhere you can connect.

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.

### Program Highlights

- 8 months – 2 semesters
- Delivered as a combination of online courses, classroom experiences, and practical experiences
- Real-world experience from planning and executing community events that raise thousands of dollars to developing strategic plans for community clients
- Courses cover all aspects of public relations, including communication strategies, event planning, media relations, social media communications, and more.

### Part-time Pathway

Students may choose to complete this program in six terms while studying part-time. For more information on the part-time pathway, see the Program Delivery tab.

### 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

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).

APPLY NOW! (<https://www.ontariocolleges.ca/en/apply-now/>)

## Program Delivery

### 2021-2022

This program will be delivered in the following terms:

#### Winter Term Start

1. SEMESTER 1 Winter 2022
2. SEMESTER 2 Spring 2022

### 2022-2023

This program will be delivered in the following terms:

#### Fall Term Start

1. SEMESTER 1 Fall 2022
2. SEMESTER 2 Winter 2023

#### Winter Term Start

1. SEMESTER 1 Winter 2023
2. SEMESTER 2 Spring 2023

## Part-Time Delivery

Applicants wishing to study part-time will apply to PRPT at OCAS. Timelines for completion will extend beyond those indicated above.

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 for 2022-23 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
PRO 1131	Public Relations Writing I	3
COM 1161	Communications Research	3
COM 1162	Communications Design	3
	<b>Credits</b>	<b>21</b>
Semester 2		
PRO 1143	Personal Branding	3
PRO 1141	Public Relations Writing II	3
PRO 1142	Public Relations Strategies II	3
PRO 1144	PR Agency	3
COM 1171	Crisis Communications	3

COM 1172	Communicating Corporate Social Responsibility	3
PRO 1140	Event Production	4
<b>Credits</b>		<b>22</b>
<b>Total Credits</b>		<b>43</b>

david.kilgour@cambriancollege.ca

**Note:**

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

**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 the two semesters is approximately \$1,280. This includes approximately \$600 for a new camera and \$680 for new books. Costs can be significantly reduced by purchasing used books and/or electronic books through the Bookstore @ Cambrian. It's advisable to check with your photography professor at the beginning of the semester regarding questions about the camera. 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 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. Graduates will find employment opportunities as:

- Social media coordinators
- Communications/information officers and specialists
- Special events coordinators
- Marketing communications specialists
- Digital media specialists
- Strategic communications planners
- Publicists
- Media relations officers
- Content marketing managers

**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**  
Program Coordinator  
705-566-8101, ext 6208