



PUBLIC RELATIONS DIPLOMA PROGRAM

DURATION

398 Hours of Study

Part-Time

TUITION

\$5,550 (approximation)

Tuition fees are paid for at time of course registration and vary according to individual course. Please check the PACE website for details.

STARTING

Fall, Winter, or Spring Terms

PUBLIC RELATIONS DIPLOMA PROGRAM

This program provides students with the essential skills to develop elements of an effective Public Relations tool kit. Students will have the ability to think critically, plan strategically, and use several different frameworks for a successful PR presence.

Getting Started

• To attend a class:

Register online

<http://pace.uwinnipegcourses.ca/register-now>

or submit a completed Registration Form to the PACE Registration Office*

• To enroll in a program:

Submit a completed Application for Admission Form to the PACE Registration Office*

* Courses begin at various times throughout the year. It's never too late to get started. Check our website for the latest offerings and application forms.

Objectives

This program is for individuals interested in:

- Enhancing their career in public relations;
- Exploring a change in employment focus;
- Gaining formal PR credentials;
- Managing the public relations function in their organization.

Outcomes

On completion of this program, students should be able to:

- Identify, analyze and influence organizational objectives, communications strategies and key interest groups;
- Guide management on key business and policy decisions;
- Build collegial and cooperative relationships with a variety of public interest groups, internal and external clients, and the media;
- Design and implement media relation strategies;
- Master PR communications writing;
- Plan and direct the crisis and change management process.;
- Coordinate and prepare material for promotional publications.
- Gain an understanding of digital communication technologies.

Tuition

\$5,550 – Approximate cost of program

Tuition fees must be paid for at the time of course registration and vary according to individual courses. Please refer to the PACE website for details.

Academic Advising

Please refer to the PACE website for further information about courses and their prerequisites. To customize an individual learning plan, please contact Gina Aiello at (204) 982-1172 or g.aiello@uwinnipeg.ca.

Program Duration

Admitted students have up to five years to complete the program requirements and may choose to fast-track their studies by taking more than one course per term.

Career Opportunities

- Public or Government Affairs
- Communications Officer
- Fundraising Consultant
- Media Relations Officer
- Press Secretary
- Publicist
- Public Relations Officer / Assistant
- Media Events Coordinator

Articulation for Credit

Graduates of this program may be eligible for equivalent course credits towards an undergraduate degree at The University of Winnipeg. Please refer to the PACE website for details.

<http://pace.uwinnipegcourses.ca/pathways-uw-degrees>

Additional Comments

For information on the PRK (Public Relations Knowledge) examination, please contact the Canadian Public Relations Society directly.

Program Requirements

The program consists of three components: core courses, elective courses, and Professional Edge Seminars.

Required Courses (255 Hours)

- Learning Techniques (3 Hours)
- Effective Oral Communication (36 Hours) **OL**
- Effective Written Communication (36 Hours) **OL**
- Writing for Public Relations I (36 Hours)
- Public Relations Fundamentals I (36 Hours)
- Public Relations Fundamentals II (36 Hours)
- Case Studies and Issues in Public Relations (36 Hours)
- Media Relations for Public Relations (36 Hours)

Three Elective Courses (108 Hours)

Choose three courses from the following list:

- Advertising Fundamentals (36 Hours) **DT**
- Marketing Fundamentals (36 Hours)
- Understanding the Design Process (36 Hours) **DT**
- Web Marketing Communications (36 Hours) **DT**
- Writing for Public Relations II (36 Hours) **DT**
- Project Management Fundamentals (36 Hours) **OL** or Event Management Fundamentals (36 Hours) **DT**

OL Available online

DT Available during the day only (9:00am-4:00pm)

Professional Edge Seminars (35 Hours)

Completion of five one-day seminars or a combination of one- and two-day seminars (35 hours total).*

* Please note that the Writing at University seminar is a requirement for students who do not have an undergraduate degree.

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