



THE UNIVERSITY OF
WINNIPEG

Professional, Applied and
Continuing Education

PR, MARKETING & STRATEGIC COMMUNICATION MANAGEMENT

GRADUATES OF THIS PROGRAM EARN 3 CREDENTIALS

**PUBLIC RELATIONS, MARKETING & STRATEGIC
COMMUNICATION MANAGEMENT DIPLOMA,
MARKETING MANAGEMENT DIPLOMA,
MANAGEMENT CERTIFICATE**

Become a highly-skilled communicator ready to take on public relations in both corporate and not-for-profit environments. With a broad foundation of PR and marketing-specific knowledge, this program emphasizes best practices, tackles current and emerging issues, and develops the skill set to be a leader in the field.



DRAPER HOUSTON

*Boeing Canada, Communication & Branding Specialist
Class of 2011*

DURATION

13 MONTHS FULL TIME

TUITION & FEES

\$13,000 DOMESTIC

\$19,775 INTERNATIONAL

+ \$2500- \$3000 Textbooks & Supplies

Laptop Required

Fees in Canadian Dollars and subject to change.

START MONTH

AUGUST

WE TRANSFORM CAREERS We build professional development opportunities into your program. With Career Hubs, resume and job-search courses, industry speakers, a mentorship program, and internship opportunities with more than 450 partners across Winnipeg, our students get a head-start in the job market.



PROGRAM FEATURES

- » Membership with Industry Associations - CPRS & IABC
- » Specialized Curriculum for High-Growth Industries
- » Internship Placement*
- » CIM Professional Designation-Aligned Program Content
- » Industry-Recognized Instructors
- » Adobe Creative Cloud & SPSS software
- » Comprehensive Orientation Week

**Subject to eligibility*



INTERNSHIP

Internships provide a pathway to a wider network of industry contacts and offers students a chance to try out potential employers. Internships provide students with an opportunity to further develop their professional skills, while gradually increasing work responsibilities under the guidance of a seasoned practitioner.



CAREER PATHS

Graduates have established exciting careers in the following areas:

- » Public Relations Assistant/Coordinator/Director
- » Fund Development Officer
- » Communications/Information Officer
- » Community Relations Officer
- » Media Specialist
- » Events Coordinator/Manager
- » Marketing Coordinator

PR, MARKETING & STRATEGIC COMMUNICATION COURSES

- » Advertising Fundamentals
- » Business Fundamentals
- » Case Studies & Issues in Public Relations
- » Corporate Sponsorship
- » Cultural Intelligence for Today's Workplace
- » Customer Relationship Management
- » Digital Analytics
- » Digital & Social Media Marketing
- » Effective Oral Communication
- » Effective Written Communication
- » Essential Skills for Managers
- » Event Management Fundamentals
- » Financial Fundamentals
- » Fundraising & Fund Development
- » Graphic Design for Non-Designers I
- » Graphic Design for Non-Designers II
- » Graphic Design for Non-Designers III
- » **Indigenous Perspectives***
- » Marketing Fundamentals
- » Marketing Research
- » Media Relations for Public Relations
- » Organizational Behaviour
- » Public Relations Fundamentals I
- » Public Relations Fundamentals II
- » **Resume Building & Job Search Techniques***
- » Strategic Marketing & Planning
- » Strategic Public Relations Planning
- » Web Marketing Communications
- » **Writing for Academic Success***
- » Writing for Public Relations I
- » Writing for Public Relations II
- » Writing for Public Relations III

**Courses specialized for the Canadian market*

Program content is subject to change based on local job market requirements

FOR MORE INFORMATION PACEFT@UWINNIPEG.CA

APPLY ONLINE [PACE.UWINNIPEG.CA](https://pace.uwinnipeg.ca)