



THE UNIVERSITY OF  
**WINNIPEG**

Professional, Applied and  
Continuing Education

# PR, Marketing & Strategic Communications Management

**GRADUATES OF THIS PROGRAM EARN 3 CREDENTIALS**

**PUBLIC RELATIONS, MARKETING & STRATEGIC COMMUNICATIONS 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

## Program Fee

\$13,000 Domestic  
\$19,875 international  
+ \$2,500- \$3,000 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

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# PR, Marketing & Strategic Communications Courses

- » Advertising Fundamentals
- » Business Fundamentals
- » Case Studies & Issues in Public Relations
- » Corporate Sponsorship
- » Cultural Intelligence for Today's Workplace
- » Customer Relationship Management
- » Digital & Social Media Marketing
- » Digital Marketing Analytics
- » 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 Insights\***
- » 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*