

# PUBLIC RELATIONS DIPLOMA

## Overview

Faculty of Fine Arts and Communications  
MacEwan.ca/PR (<http://MacEwan.ca/PR/>)

The Public Relations diploma offers a unique opportunity for people with previous post-secondary education to ready themselves for an exciting new career in communications in less than a year.

Public relations is a vibrant, dynamic field in the business environment, simply because organizations are being challenged by their publics – clients, shareholders, communities, employees – to do a better job of communicating.

This program has an excellent, nationwide reputation in the business community. It focuses on training students to be functional, entry-level practitioners the minute they leave the program. While theory receives the necessary attention to develop the students' understanding of the "big picture" and the potential for growth, the primary goal of the program is to give students the practical tools and skills to make an immediate, positive contribution.

Critical-thinking skills, problem-solving ability, creativity and the ability to rise to a challenge are all valuable assets in this fast-paced program. Group work is extensive and students must work effectively in a team setting. Students should have excellent language skills and be prepared to excel in writing.

This program begins in the fall and consists of 35 credits over three terms. Students are required to complete a two-month practicum in the spring term.

## Career Potential

Graduates find employment in all levels of government, education and health-related organizations, professional associations, resource sectors, private companies, not-for-profit, media – just about any organization dedicated to strategic, timely and relevant communication.

## Contact Information

E: [prprogram@macewan.ca](mailto:prprogram@macewan.ca)

## Program Requirements

The following program requirements are needed to complete the credential. Refer to the Student Plan as this plan identifies the usual course schedule.

Code	Title	Credits
PREL 213	Business Fundamentals for Communicators	3
PREL 230	Public Relations Fundamentals and Practice	3
PREL 233	Media Relations and Mass Media	3
PREL 238	Public Relations & Digital Media	3
PREL 240	Integrated Marketing Communications	3
PREL 241	Writing for Public Relations	3
PREL 242	Internal Communications and Organizational Dynamics	3
PREL 245	Communications Research and Planning	3
PREL 246	Issues and Reputation Management	3
PREL 250	Professional Practicum	5

PROW 211	Writing Fundamentals	3
<b>Total Credits</b>		<b>35</b>

## Course Substitutions

### List of Course Substitutions

Credit Earned in:	May Be Substituted for Credit in Program Course:
BCSC 100	PROW 211
PROW 100	PROW 211
BUSN 201	PREL 213

## Student Plan

Students must follow the Student Plan (listed below) to complete this credential in the year(s) indicated by the plan. Students must consult with a program Academic Advisor regarding any deviation from the Student Plan, as this may extend the time it takes to complete the program.

Year 1					
Term 1	Credits	Term 2	Credits	Term 3	Credits
PREL 213	3	PREL 233	3	PREL 250	5
PREL 230	3	PREL 240	3		
PREL 238	3	PREL 241	3		
PREL 245	3	PREL 242	3		
PROW 211	3	PREL 246	3		
		15	15	5	

Total Credits 35

## Admission Requirements

Applicants may be admitted to the following:

### Regular Admission

To be evaluated through the Office of the University Registrar

Applicants must have a minimum of 30 post-secondary credits, including a post-secondary English course with a minimum grade of C+.

## Additional Admission Criteria

All applicants must meet the following:

### 1. English Language Proficiency

To be evaluated through the Office of the University Registrar

#### Applicable to All Admission Categories

All applicants must meet an acceptable level of English language proficiency. We will require official documents such as high school or post-secondary transcripts or proof of successful completion of standardized language evaluation. Full details are available in MacEwan University's academic calendar or online at [MacEwan.ca/ELP](http://MacEwan.ca/ELP).