

# PREL – PUBLIC RELATIONS

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## PREL 213

### Business Fundamentals for Communicators

**3 Credits Weekly (3-0-0)**

Business Fundamentals for Communicators is an overview of the functional areas (marketing, operations, accounting/finance, information technology and management of organizational structure) of business. Topics include small business management, ethics, and international business. Evaluation of student performance includes the presentation and preparation of a group business plan.

## PREL 230

### Public Relations Fundamentals and Practice

**3 Credits Weekly (3-0-0)**

Public Relations Fundamentals and Practice is an overview of the public relations profession: what it is, how it is practiced and the role of a public relations practitioner. Students learn that public relations is a profession with its own distinct body of theory and knowledge. Students examine the history, role and purpose of public relations in society and examine the fundamental concepts of strategic communication. As well, students are introduced to the ethics and professionalism inherent in the practice and process of public relations.

## PREL 233

### Media Relations and Mass Media

**3 Credits Weekly (3-0-0)**

Students explore current theories and practices on how the media functions in society today and learn practical approaches to media relations for the public relations profession. Students apply strategies and techniques for providing media relations expertise in a variety of professional settings.

*Prerequisites: PREL 230: Public Relations Fundamentals.*

## PREL 238

### Public Relations & Digital Media

**3 Credits Weekly (3-0-0)**

Students gain a working knowledge of digital media such as blogs, social networking sites and web content management systems. Instruction is provided on the ongoing history of media and the impact they are having on society and the public relations profession. Students learn how organizations use these media to communicate with their key publics and how to analyze and interpret media content. Students are introduced to the composition basics of a variety of new media vehicles. Note: it is recommended that PREL 230 - Public Relations Fundamentals and Practice be completed before or taken concurrently with this course.

## PREL 240

### Integrated Marketing Communications

**3 Credits Weekly (3-0-0)**

Unprecedented message clutter and a more selective consumer spell new challenges for organizations of all types. Students examine how the disciplines of public relations and marketing and communications are closely linked through the concepts of Integrated Marketing Communications (IMC). Students learn how IMC incorporates activities designed to build relationships with consumers, and can employ a wide range of communication tools, both traditional and non-traditional. Students learn the principles of advertising and promotions and how the industry operates today. Participants develop an integrated marketing plan that incorporates both strategic and tactical thinking.

## PREL 241

### Writing for Public Relations

**3 Credits Weekly (3-0-0)**

Students apply the skills in writing style and structure acquired in PROW 211. Students develop a working understanding of the various forms of public relations writing, including when and how to apply them. Students learn to write creatively and persuasively, edit their work and the work of others, and to work under tight deadlines. Emphasis is placed on writing in the Canadian Press style.

*Prerequisites: PROW 211.*

## PREL 242

### Internal Communications and Organizational Dynamics

**3 Credits Weekly (3-0-0)**

Students learn theories and concepts of organizational dynamics and structures and how they impact internal communication. Students apply internal communication theory and concepts to various tools and techniques including intranet and email. Students also learn presentation techniques and professional ethics, values and practices.

*Prerequisites: PREL 230.*

## PREL 245

### Communications Research and Planning

**3 Credits Weekly (3-0-0)**

Students learn the role of formal and informal research in the public relations process and how to apply it in a communications context. Students experience the research process through the development of a strong research question, applying appropriate methodology and data collection methods, and collecting and analyzing data. This information is used to create and present a communications plan, giving students a well-rounded experience in essential analysis and problem solving.

## PREL 246

### Issues and Reputation Management

**3 Credits Weekly (3-0-0)**

Organizations and governments face intense public scrutiny in an increasingly competitive environment. Students examine how issues originate and the impact of issues on the reputation of the organization. Students learn the communication strategies, tools and techniques applied by an organization to communicate its image to key publics and to manage reputational damage.

*Prerequisites: PREL 230.*

## PREL 250

### Professional Practicum

**5 Credits Total (0-0-294)**

Students gain first-hand experience in the public relations profession. Students are supervised in a public relations setting over an eight-week period where they apply the skills and abilities learned in the classroom setting. All program courses and requirements must be successfully completed before students embark on their practicum component.

*Prerequisites: All courses in the PR diploma program must be successfully completed before the practicum can be taken.*