

# PUBLIC RELATIONS

School of Business

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.

The full-time 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.

Part-time study is available with a September start date.

## 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.

## Transferability

### Internal Opportunities

MacEwan University is committed to providing bridging and laddering opportunities to its certificate and diploma graduates. Graduates of this diploma may be granted up to 63 credits to MacEwan University's Bachelor of Communication Studies degree. Students are advised to consult a program advisor for the Bachelor of Communications Studies degree for specific admission requirements.

### External Opportunities

All courses completed for the Public Relations diploma are credit courses and may be transferable individually toward further study at other Alberta institutions. Students presenting a completed diploma in this program may be eligible for a block transfer to other Alberta institutions. For current, detailed information on individual course and diploma transferability, refer to the Learner Pathways System at [www.transferalberta.ca](http://www.transferalberta.ca) (<http://www.transferalberta.ca>) or contact the receiving institution directly.

## Contact Information

T: 780-497-5162

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

## Category of Admission

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.

## 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).

### 2. Other Admission Criteria

*To be evaluated through the Program*

#### Applicable to All Admission Categories

Applicants must pass the Program's English Entrance Exam, with a minimum grade of 70 percent.

## Program of Study

Course	Title	Credits
<b>Term III</b>		
BUSN 201	Introduction to Sustainable Business	3
PREL 230	Public Relations Fundamentals and Practice	3
PREL 238	Public Relations & Digital Media	3
PREL 245	Communications Research and Planning	3
PROW 211	Writing Fundamentals	3
	Credits	15
<b>Term IV</b>		
PREL 233	Media Relations and Mass Media	3
PREL 240	Integrated Marketing Communications	3
PREL 241	Writing for Public Relations	3
PREL 242	Internal Communications and Organizational Dynamics	3
PREL 246	Issues and Reputation Management	3
	Credits	15
<b>Term V</b>		
PREL 250	Professional Practicum	5
	Credits	5
	Total Credits	35

The minimum passing grade for a course at MacEwan University is a D unless otherwise noted next to the appropriate course in the program of study.

## Course Substitutions

Credit Earned in:	May Be Substituted for Credit in Program Course:
BCSC 100	PROW 211
PROW 100	PROW 211