

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

Program of Study

Term III		Credits
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
Term IV		Credits
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

Term V

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