

PUBLIC RELATIONS - CORPORATE COMMUNICATIONS

Program Outline

Major:	PRCC
Length:	1 Year
Delivery:	2 Semesters
Credential:	Ontario College Graduate Certificate
Effective:	2017-2018
Location:	Barrie
Start:	Fall (Barrie)

Description

Public relations and communications practitioners create awareness and manage conversations with multiple stakeholders through online, social and traditional mediums. Combining theory with real-world experience, students plan strategic communications, develop persuasive and informative written and visual content, manage media relations, conduct effective research, engage stakeholders through social media, plan events, manage an organization's brand and reputation, and present themselves ethically and professionally.

Career Opportunities

Potential areas of employment include, but are not limited to businesses of all sizes, public relations agencies, investor relations consultancies, professional associations, government relations consultancies, and non-profit organizations. Graduates execute various aspects of communications, including strategic planning, writing, public speaking, social media, crisis communication, reputation management, employee relations, media relations, investor relations, government relations and special event planning. Graduates also may pursue careers as self-employed entrepreneurs.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

- coordinate and contribute to the planning of public relations activities, including the development of clear, measurable communication objectives and project or tactical budgets and selection of strategies, tactics, tools and resources to manage a range of stakeholder relationships and issues and achieve organizational objectives;
- coordinate, contribute to and adapt the implementation of strategies and tactics and the management of budgets and resources to achieve communication objectives and meet activity guidelines and requirements;
- write and edit clear, accurate, targeted copy aligned to organizational objectives, appropriate for the chosen channel(s) and to a specified deadline;
- produce effective, accessible, and timely print, digital and multimedia communications, independently and collaboratively, to manage specific stakeholder relations and/or issues and achieve organizational objectives;
- use research results and analytical skills to guide the development of communication objectives and public relations activities, evaluate their impact, and support organizational objectives and stakeholder relationships;
- engage stakeholders by adapting language, tone and presentation style to the public relations purpose, situation, audience and channel(s);
- comply with and support others to work in accordance with relevant professional association and industry codes of ethics, public relations professional standards and practices, and legal obligations, protocols and policies;
- monitor emerging social and economic trends, and local, national and global issues to guide the planning and implementation of public relations strategies and tactics and support organizational effectiveness, stakeholder relationships and ongoing personal professional development;
- assess the selection and implications of current and emerging technologies on the quality and delivery of public relations activities and on organizational effectiveness;
- select strategies and tools to build and manage stakeholder relationships to support public relations activities, organizational objectives and career development;
- employ entrepreneurial strategies to identify and respond to new opportunities within the public relations and corporate communications industry;
- employ corporate social responsibility, sustainability and authenticity in messaging and programs as a means to improve and/or maintain a positive corporate reputation;
- identify the importance of environmentally sustainable practices within the public relations and corporate communications industry.

The Program Progression:

Fall Intake - Barrie

Sem 1 | Sem 2

Fall | Winter
2017 | 2018

Admission Requirements:

Postsecondary diploma or degree. A minimum three year postsecondary diploma or degree is recommended.

Graduation Requirements:

12 Mandatory Courses

1 Field Placement

Graduation Eligibility:

To graduate from this program, a student must attain a minimum of 60% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester. The passing weighted average for promotion through each semester and to graduate is 60%.

Mandatory Courses

EVNT1001 Event Planning and Programming
PRCC1000 Public Relations Practice
PRCC1001 Strategic Communications Planning
PRCC1002 Writing for Public Relations 1
PRCC1003 Visual and Design Communications
PRCC1004 Specialized Communications
PRCC1005 Social and Digital Media
PRCC1006 Writing for Public Relations 2
PRCC1007 Media Relations
PRCC1008 Reputation Management
PRCC1009 Public Relations Professional and Presentation Skills
RAPP1001 Survey Design and Analysis

Field Placement

PRCC1010 Field Training
PRCC1011 Career Analysis

Course Descriptions:

EVNT1001 Event Planning and Programming 42.0 Hours

Core to a successful event is conducting research in advance and planning accordingly. Students must conduct a needs assessment as a start for event planning. An understanding of the needs of event organizers and attendees determines factors such as the size and length of an event as well as the programming components and delivery format including such elements as sourcing and evaluating suppliers, and site survey and analysis. Students are expected to demonstrate an understanding of production schedules, timelines and the preparation of a comprehensive business plan.

PRCC1000 Public Relations Practice 42.0 Hours

In this course, students learn about the profession of public relations (PR) as a strategic business function, examine PR principles and the day-to-day function in a business environment. Students also learn about the evolution of PR, discover how it integrates into the marketing mix and the ethical standards required to be a PR professional.

PRCC1001 Strategic Communications Planning 42.0 Hours

Learning how to develop an effective communication plan is one of the most important aspects of public relations. Students examine how to put an idea into action using each step of a strategic communication plan. The difference between objectives, strategies and tactics is explored. The importance of understanding an audience, key stakeholders and effective messaging, budgeting and measurement is also examined and put into practice.

PRCC1002 Writing for Public Relations 1 42.0 Hours

In this course, students begin by learning Canadian Press style writing and the basic requirements for a well-written, professional document. The importance of deadlines and drafts/version control is discussed. This is put into practice to write value-driven, informative public relations materials, such as news releases, fact sheets and backgrounders.

PRCC1003 Visual and Design Communications 42.0 Hours

Students explore the fundamentals of graphic design for public relations practitioners and put into practice a basic knowledge of design techniques. Students learn how to adapt and apply PR messaging into effective, engaging, branded visual communications that create awareness and drive action. Using software design programs, students create visual and graphic materials to support PR and communications initiatives, such as event invitations, newsletters, social media graphics and infographics.

PRCC1004 Specialized Communications 40.0 Hours

In this course, students are introduced to specialized areas of communication with specific stakeholder groups, including government relations, investor relations and internal and employee communications. Students learn about the unique public relations requirements and challenges for each area, and gain an understanding of how to adapt communications for each specialization. Students apply the learnings from Strategic Communications Planning to customize a plan for a specialized stakeholder group.

P- PRCC1001 Strategic Communications Planning

PRCC1005 Social and Digital Media 42.0 Hours

Students learn about the effects of social media and digital communications on the practice of corporate communications. Students examine how social media has changed the function of communications and how to use social and digital communications as part of the public relations process. Emphasis is placed on social networking and the positive or negative effect it can have on a business. Students learn to proactively and reactively manage social media and how to engage effectively on social networking platforms

PRCC1006 Writing for Public Relations 2 42.0 Hours

Building upon Writing for Public Relations 1, students focus on writing persuasive communication materials that inspire action, impact, and emotion from the reader. Storytelling is examined and put into practice. Students learn to adapt writing for online communications, such as websites and social media, and to effectively edit and provide feedback on written communications.

P- PRCC1002 Writing for Public Relations 1

PRCC1007 Media Relations 42.0 Hours

Students examine the roles and practices of the media, both traditional mainstream reporters as well as online influencers and bloggers. Students examine ethical media relationship management and methods to develop convincing media pitches to drive coverage. There is an emphasis on processes, tools and resources, such as media lists, monitoring, and reporting.

PRCC1008 Reputation Management 42.0 Hours

In this course, students examine the importance of brand and reputation management and the key role a public relations and communications professional plays during an issues management or crisis situation. Focus is placed on techniques to proactively manage reputation before issues occur. Students also learn how to communicate effectively with various stakeholders in a crisis, including strategies to neutralize and contain the crisis, and partner with the right media to deliver messages. The concepts of corporate social responsibility (CSR), sustainability and authenticity in messaging and programs are explored as a means to improve and/or maintain a positive corporate reputation.

PRCC1009 Public Relations Professional and Presentation Skills 42.0 Hours

In this course, students learn to build the necessary skills for a career in PR and prepare to navigate the workplace and present themselves professionally and ethically. Students learn to write and create informative, persuasive presentations, for an audience of one or 100. Emphasis is placed on self-confidence, body language, professional business behavior, attitude and dress for the workplace. Students are introduced to consulting and entrepreneurial opportunities within the public relations and corporate communications industry.

PRCC1010 Field Training 240.0 Hours

In consultation with the Field Placement Co-ordinator, students find and apply for a 6-week work term in the Public Relations and Corporate Communications industry. Each placement must be approved by the Co-ordinator.

PRCC1011 Career Analysis 240.0 Hours

In consultation with the Field Placement Co-ordinator, a student may choose to undertake a comprehensive off site field placement research report in lieu of completing the Field Placement. The student will use a current employer in the Public Relations and Corporate Communications industry as a case study to complete a report detailing necessary steps to achieve gainful employment and success with that employer.

RAPP1001 Survey Design and Analysis 42.0 Hours

We are surveyed repeatedly about our opinions, behaviour and future intentions. Survey research is examined and techniques for its application in a variety of applied situations are developed. Students apply the theory of sampling, questionnaire design and data collection for a variety of decision making situations.

Course Description Legend

P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.