

PUBLIC RELATIONS - CORPORATE COMMUNICATIONS

Program: PRCC

Credential: Ontario College Graduate Certificate

Delivery: Full-time

Work Integrated Learning: 1 Field Placement

Length: 2 Semesters

Duration: 1 Year

Effective: Fall 2018

Location: 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:

1. 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;
2. 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;
3. write and edit clear, accurate, targeted copy aligned to organizational objectives, appropriate for the chosen channel(s) and to a specified deadline;
4. 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;

5. 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;
6. engage stakeholders by adapting language, tone and presentation style to the public relations purpose, situation, audience and channel(s);
7. 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;
8. 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;
9. assess the selection and implications of current and emerging technologies on the quality and delivery of public relations activities and on organizational effectiveness;
10. select strategies and tools to build and manage stakeholder relationships to support public relations activities, organizational objectives and career development;
11. employ entrepreneurial strategies to identify and respond to new opportunities within the public relations and corporate communications industry;
12. employ corporate social responsibility, sustainability and authenticity in messaging and programs as a means to improve and/or maintain a positive corporate reputation;
13. identify the importance of environmentally sustainable practices within the public relations and corporate communications industry.

The Program Progression

Fall Intake

- **Sem 1:** Fall 2018
- **Sem 2:** Winter 2019

Admission Requirements

- Postsecondary diploma or degree.

Graduation Requirements

12 Program 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%.

Program Tracking

Semester 1		Hours
Program Courses		
EVNT 1001	Event Planning and Programming	42
PRCC 1000	Public Relations Practice	42
PRCC 1001	Strategic Communications Planning	42
PRCC 1002	Writing for Public Relations 1	42

PRCC 1003	Visual and Design Communications	42
RAPP 1001	Survey Design and Analysis	42
Hours		252

Semester 2

Program Courses

PRCC 1004	Specialized Communications	42
PRCC 1005	Social and Digital Media	42
PRCC 1006	Writing for Public Relations 2	42
PRCC 1007	Media Relations	42
PRCC 1008	Reputation Management	42
PRCC 1009	Professional and Presentation Skills	42

Field Placement

Select 1 placement from the available list during registration. Contact the Program Co-ordinator for further details.

Hours		492
Total Hours		744

Code Title

Field Placement activity may include:

PRCC 1010	Field Placement
PRCC 1011	Career Analysis

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.