

SEPTEMBER ENTRY

PROGRAM LENGTH

One-Year Ontario College Post-Graduate Certificate

HIGHLIGHTS

- The demand for public relations professionals with specialized communications skills is on the rise.
- Average entry-level salaries for Ontario graduates exceed \$32,000.
- Students are prepared for dynamic opportunities working behind the scenes, in front of the media, or interacting with clients.
- An exciting four-week internship provides valuable industry contacts and experience.
- Many jobs offer extensive opportunities for travel.

CAREER OPPORTUNITIES

Public relations professionals are increasingly in demand as employers recognize the value of effective message creation and delivery to maintain a solid reputation. Graduates find positions working directly with clients, in public relations firms or working for government, hospitals, schools, businesses, advocacy groups and non-governmental organizations (NGOs).

Typical job functions for entry-level employees include writing news releases, organizing interviews and news conferences, creating visual presentations, and planning special events.

There are many varied opportunities for employment as a PR specialist, promotions manager, fundraising coordinator, media relations specialist, public affairs expert, publicist, lobbyist, campaign manager, or one of many other related communications positions.

Public Relations students automatically obtain student membership in both the Canadian Public Relations Society (CPRS) and the International Association of Business Communicators (IABC).

PROGRAM DESCRIPTION

Creative individuals come to this dynamic profession from diverse backgrounds – from business to non-profit, fitness and the arts. What they have in common are good judgment, excellent communication skills, problem-solving abilities, and enthusiasm for motivating others.

In this intensive, post-graduate program, students learn to write clear, targeted communications materials that deliver messages persuasively. Specific areas of study include: creating effective messages; building relationships with the media and other stakeholders; planning special events; writing and researching communications materials; marketing; fundraising; delivering persuasive presentations; preparing for media interviews; and handling crisis situations. Students also gain in-demand new media skills, including graphics creation, digital photography and web design. Students learn to market themselves through developing job search and networking skills. Each student receives a weekly subscription to *Marketing Magazine*.

Smaller class sizes and a dedicated faculty combine to create a community of learning that includes a focus on new social media for virtual information exchange. Students finish the program with a four-week internship, which may open the door to future employment.

APPROXIMATE COSTS (2007-2008)

Tuition: \$2,833 (two semesters)

Books and Supplies: \$500

Consumables Fee: \$250

ADMISSION REQUIREMENTS

High School Graduates – High school graduates must first complete either a college diploma or a university degree.

Loyalist Graduates – Students enrolled in Loyalist College programs are able to reserve a place in the program providing that they maintain a successful standing in their College program.

Direct entry from other degree or diploma programs or work-related experience – Applicants who have earned a degree or diploma from another recognized post-secondary institution are encouraged to apply. Applicants who have significant work-related experience will be considered for entry based on a review of their demonstrated competencies and academic credentials.

PUBLIC RELATIONS

CURRICULUM

SEMESTER ONE

- PURE 1000 Introduction to Public Relations
- PURE 1001 Digital Media I
- PURE 1002 Fundraising Fundamentals
- PURE 1003 Case Studies I
- PURE 1004 Public Relations Writing I
- PURE 1011 Media Presentations I

SEMESTER TWO

- PURE 1005 Public Relations Techniques
- PURE 1006 Digital Media 2
- PURE 1007 Media Presentation Skills and Interviewing
- PURE 1008 Event Management
- PURE 1009 Public Relations Case Studies 2
- PURE 1010 Public Relations Writing 2
- PURE 1013 Public Relations Work Placement



Shoresy-Lea Andrews

2006 RADIO BROADCASTING GRADUATE,
2007 POST-GRADUATE PUBLIC RELATIONS GRADUATE

“When I came to Loyalist there was so much pride and spirit here that it really made me think about how I could make these the best years of my life. I was given this amazing opportunity to be an announcer for the entire summer at 91X, the College’s radio station. Since then, I’ve been a student ambassador for the admissions office, part of the student government and this year I’m the Director of Entertainment for the Shark Tank. I’m very impressed with the Public Relations program. I’m excited to get up and go to classes everyday! In a small college you get to know people quickly and they remember who you are. I can’t think of a time that I haven’t felt comfortable at Loyalist!”