GOVERNMENT RELATIONS (GRM)

About the Program

Endorsed by the Public Affairs Association of Canada and the Government Relations Institute of Canada, this eight-month graduate certificate program features specialized practical government relations training that will prepare you for careers in government relations.

You will learn to work with organizations and clients to co-ordinate and support their efforts to monitor, analyze and shape government action on existing and proposed legislation and regulation.

Government relations professionals establish long term relationships with government policy makers, utilizing strategic planning, issue analysis, lobbying, and stakeholder engagement skills to shape public policy and regulatory issues.

Part-time option is available > (http://www.senecapolytechnic.ca/ ce/business/communication-public-administration/government-relations.html)

Credential Awarded

Ontario College Graduate Certificate

Duration

2 Semesters (1 Year)

Starts

September

Program and Course Delivery

This program is offered in Seneca's flexible delivery format, with some courses delivered online. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

Skills

Throughout this program you will develop the following skills:

- Issue analysis
- GR campaign planning and design
- Strategic communications
- Stakeholder management
- Ethical and regulatory requirements
- Enhanced presentation techniques
- Basic research skills

Work Experience
Optional Work Term

This program offers the option to complete a work term, providing valuable hands-on experience in your field of study.

Students who select the work term stream will have the opportunity to participate in a work term(s) if eligibility requirements are maintained.

Students will have the flexibility to transfer to the non-work term stream at any time. The work term(s) is similar in length to an academic semester and is typically a full-time position that may be paid or unpaid. The work term job search is student-driven and participation in the work term stream does not guarantee that a work position will be secured. However, students will receive guidance and support through in-class career workshops and one-on-one coaching to help prepare for the work term.

Review eligibility requirements for work-integrated learning (https://www.senecapolytechnic.ca/employers/seneca-works/work-integrated-learning/eligibility.html)

To qualify, students must achieve an overall GPA of 3.5 in their first semester, a minimum grade of "A" (80 per cent) in GRM700 and GRM701 and be recommended by the program.

Your Career

As part of a select group trained to connect with politicians, public servants and political staff in support of the policy interests of your organization or client, you will be prepared for entry-level positions with non-profit organizations, industry and trade associations, corporations and professional service firms.

Affiliations/Associations

- Public Affairs Association of Canada
- Government Relations Institute of Canada (GRIC)

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
GRM700	Introduction to Government Relations	3
GRM701	Writing for Government Relations Practitioners	3
GRM707	Digital Campaigning	3
GRM715	Presentation Tools and Techniques	3
GRM725	Introduction to Public Policy	3
GRM739	Media Relations and Communications Planning	3
GRM747	Introduction to Research	3
Semester 2		
GRM751	Government Relations Career Management [**]	1
GRM800	Alliances and Stakeholder Relations	3
GRM802	Ethics, Advocacy and Managing the Government Relations Function	3
GRM805	Campaigns	3
GRM809	Municipal Government Relations	3
GRM811	Federal and Provincial Government Relations	3
GRM817	Digital Campaign Lab	3
GRM841	Government Relations Research Project	3
WTP100	Work Term Preparation [*]	1

Work-Integrated Learning Term

GRM441	Government Relations, Work Term [*]	30

* Work-Integrated Learning option only
** non Work-Integrated Learning option only

Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Write clear, targeted communication materials.
- Plan a basic government relations program, informed by research, in support of policy objectives of a company, not-for-profit organization or industry association.
- Use public opinion and media measurement tools to create and monitor an effective government relations plan.
- Assess permissible and non-permissible lobbying activities by different types of organizations with different stakeholder groups in government based on laws and government codes of conduct.
- Integrate social media and other internet-based strategies effectively into public and government relations activities and programs.
- Adapt to, work within, and influence the public policy process and identify key intervention points.
- Develop project or tactical budgets according to basic structures and functions of government relations business models.
- Perform all work within the professional and ethical framework of a government relations professional.
- Co-ordinate the development, production and delivery of visually effective PowerPoint, graphic and electronic communications and presentations.
- Develop clear and measurable communication objectives and identify techniques to evaluate the achievement of these objectives.

Admission Requirements

- Post-secondary diploma or degree or equivalent
- English proficiency (https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/english-proficiency.html) for graduate certificates

Canadian citizens or permanent residents educated outside of Canada must provide a World Education Services (WES) or ICAS Canada credential evaluation.

International Student Information

International admissions requirements vary by program and in addition to English requirements (https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada (senecapolytechnic.ca) (https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (https://www.senecapolytechnic.ca/pathways.html) web page.