

PUBLIC RELATIONS – CORPORATE COMMUNICATIONS (PRC)

About the Program

This eight-month graduate certificate program will immerse you in public relations and corporate communications theory and practice. You will learn to write news releases, work with the media, research and develop strategic communications programs, hone digital communications skills and work in teams. You will be mentored by highly experienced teachers and learn how to effectively pursue a career in the public relations and communications industry.

In this program, you will collaborate with students from Africa, Europe, India and other countries. You will have access to one of the best public relations and corporate communications libraries available and develop transferable skills valuable in a rapidly changing economy.

Credential Awarded

Ontario College Graduate Certificate

Duration

2 Semesters (1 Year)

Starts

January, 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:

- Writing press releases
- Performing communications audits
- Pitching to the media
- Media relations
- Building websites and blogs
- Public speaking
- Event planning

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>)

Your Career

Graduates of the program can explore the following career options:

- Communications co-ordinator
- Account co-ordinator
- Social media co-ordinator

You may be able to pursue future career options within:

- Crisis communications
- Employee relations
- Media relations
- Investor relations
- Speech writing
- Event planning

Professional Certification

Seneca's Public Relations-Corporate Communications Program is officially recognized by the Canadian Public Relations Society (CPRS) and the International Association of Business Communicators (IABC).

The curriculum has been developed based on recommendations and standards of the Public Relations Society of America (PRSA) and the International Public Relations Association (IPRA). IPRA, a group of senior public relations practitioners from 100 countries is based in London, England. It actively engages in research and conducts an international congress every three years, with the aim of advancing public relations practice and education on a global level. Our program is guided by the recommendations of the IPRA International Commission on Public Relations Education. The training of students for the public relations profession implies curricula and internships that equip them for the kind of future environment in which they will be working, not just that which exists today.

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
CCM701	Writing for Public Relations Practitioners I	3
CCM707	Digital and Social Media	3
CCM708	Public Relations Management Techniques - Internal	3
CCM718	Strategic Communication Planning	2
CCM737	Media Relations	3
CCM745	Principles of Public Relations	3

CCM747	Introduction to Research	3
Semester 2		
CCM702	Writing for Public Relations Practitioners II	3
CCM715	Advanced Presentation Skills I	3
CCM717	Digital Communications: Strategies and Applications	3
CCM726	Corporate Communications Seminars	3
CCM741	Public Relations Research Project	3
CCM746	Investor Relations	2
CCM749	International Communications	2
CCM751	Public Relations Career Management **	1
WTP100	Work Term Preparation *	1
Work-Integrated Learning Term		
PRC441	Public Relations - Corp Comm, 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:

- 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.

Admission Requirements

- Ontario university or college degree or three-year college diploma 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)) (<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.