

# Public Relations: Diploma

<b>Faculty of Business</b>	kwantlen.ca/business
<b>Public Relations</b>	kwantlen.ca/business/pr
<b>Implementation Date</b>	01-Sep-2011
<b>Start Date(s)</b>	September
<b>Admission Type</b>	Selective entry
<b>Enrolment Type</b>	Limited enrolment
<b>Program Type</b>	Undergraduate
<b>Credential Granted</b>	Diploma
<b>Offered At</b>	Richmond
<b>Format</b>	Full-time
<b>How to Apply</b>	www.kwantlen.ca/admission

## DESCRIPTION

In a rapidly changing world, all kinds of organizations need help with communicating to the media, employees and the public. This includes private corporations, government and non-profit agencies, all of whom rely on trained public relations professionals to use communications strategy, tools and techniques to help build positive relationships with all of their stakeholders.

The Public Relations (PR) Diploma Program has responded to this challenge by providing in-depth training for the next wave of public relations professionals. The Kwantlen program is distinguished not only for providing the technical expertise to successfully work in PR, but also the strategic thinking and communications management that will help Kwantlen grads to succeed and advance quickly within organizations.

The two-year program will appeal to people who are looking for a dynamic, fast-paced career where they will excel in all aspects of communications. Strong writing skills are emphasized in every course.

To keep pace with rapid changes in the industry, Kwantlen provides a solid foundation in communications theory blended with practical, hands-on work experience and a field placement in a public relations environment. The program works closely with the professional public relations community and our faculty is drawn from industry and includes full and part-time instructors who are active public relations professionals.

The Kwantlen PR Diploma Program has negotiated a block transfer agreement with Royal Roads University in Victoria, British Columbia. By this agreement, applicants who meet the requirements for RRU prerequisites, and who have successfully graduated from the Kwantlen PR Diploma Program, will be eligible for admission to RRU with full block transfer, provided all other entrance criteria are met (per the program admission requirements on the RRU website) and space remains available in the Bachelor of Arts in Professional Communication program.

## STUDENT PROFILE

Some students enter the program with post-secondary experience or university degrees and are seeking specific marketable skills, or are changing career direction. Others are high school students who have identified an interest in writing, communicating, or special event coordination and would like to develop a career that fits their aptitudes and interests. Students accepted into the Public Relations program must have a high level of communication

skills, both written and verbal. Depending on their background, advanced standing can be granted for work done or skills learned elsewhere.

Perhaps more than any other skill, public relations professionals are great writers. We are looking for students who have a natural flair for writing and a good command of English grammar.

## CAREER OPPORTUNITIES

During the last few years, the job market has exploded for those who are skilled in public relations writing, special event coordination, media relations, issues management, publication layout and production, community relations, and marketing.

The Kwantlen PR Program is known for providing a broad-based educational experience that gives students a solid grounding in all aspects of public relations and corporate communications.

Kwantlen's Public Relations Program graduates experience a high rate of employment in a variety of positions within the field. Examples of employment positions attained by recent graduates include Communications Manager, Media Relations Specialist, Special Events Coordinator, Information Officer, and Public Relations Consultant.

## PROGRAM ADMISSION REQUIREMENTS

In addition to Kwantlen's General university admission requirements including the undergraduate-level English Proficiency Requirement, the PR Diploma Program requires strong competency in the English language for both written and oral presentations and publications. Therefore, the following program admission requirements apply.

- English 12 with a minimum B, (or equivalent), or
- A transferable undergraduate level English course with a minimum grade of C

**Note:** A lack of basic writing skills or word processing computer skills will hold the student back, so applicants are urged to upgrade this area before starting the program. Successful applicants will be invited to attend an orientation session sometime in May. The purpose of this session is to provide an opportunity to meet faculty, ask questions about the program, and to explore what the program entails. Arrangements will be made to accommodate out-of-town applicants.

## PROGRAM REQUIREMENTS

The Public Relations Program is a 60-credit diploma organized into four semesters. During the first year, students concentrate on general knowledge and on developing the basic skills, work habits and attitudes they need to succeed both as students and as PR professionals.

In the second year, students concentrate on further developing what they have learned and applying their public relations skills to a variety of projects for clients, culminating in a one-month work experience in the public relations industry.

During their two years of study, students will:

- Learn about the broad world of media, including Print, Radio, Television and the Internet along with the theory and practices of communications in Canadian society
- Be introduced to basic concepts and skills of the public relations industry, including: PR writing, design and production; event planning and management; media

relations, marketing, publicity, issues management and crisis response; and internal communications within organizations.

PRLN 2478 Professional Readiness 1.5 credits

- Develop professional attitudes through exposure to the ethical, legal and societal expectations of modern day public relations
- Develop personal competence through working in group projects, delivering presentations, and hands-on training in computer labs
- Gain experience in design and management of all the aspects of a special event fundraiser in support of a non-profit organization in the community.

Successful applicants may take non discipline specific courses (MRKT 1199 and English courses) prior to entering the program and/or during the summer semester in order to lighten their workload during the term.

Industry personnel may contact the Program Coordinator to access individual courses of interest without applying for the complete program. Access is determined by permission of the Coordinator and an availability of space.

## Year 1

### All of:

ENGL 1100	Introduction to University Writing	3 credits
PRLN 1120	PR Writing Fundamentals	3 credits
PRLN 1140	Digital Applications for Print Media	3 credits
PRLN 1141	Visual Design	3 credits
PRLN 1150	Introduction to Public Relations	3 credits
PRLN 1210	Media Relations	3 credits
PRLN 1220	Writing for Media Relations	3 credits
PRLN 1230	Public Relations Research	1.5 credits
PRLN 1236	Visual Presentations	3 credits
PRLN 1250	Digital Applications for Electronic Media	3 credits
MRKT 1199	Introduction to Marketing	3 credits

## Year 2

### All of:

PRLN 2310	Issues Management & Crisis Response	3 credits
PRLN 2320	Promotional Writing & Design	3 credits
PRLN 2332	Event Planning & Sponsorship	3 credits
PRLN 2338	Advanced Visual Design	3 credits
PRLN 2350	Publicity & Promotion	3 credits
PRLN 2432	Event Production & Management	3 credits
PRLN 2441	Organizational Communications	3 credits
PRLN 2455	Public Relations Consulting	3 credits
PRLN 2477	PR Practicum	3 credits

## OTHER INFORMATION

### Work Experience

Students gain hands-on experience during a four-week (full time) work experience in the public relations industry prior to graduation. This work experience provides opportunities for observation and application of previously studied theories and methodologies and assists with the transition of the graduates from Kwantlen to the workplace. Students are required to successfully complete all other courses in the PR Diploma Program, or be able to demonstrate how they will complete any remaining requirements prior to the graduation date of that particular year, before taking PRLN 2476 Public Relations Work Experience.

### CREDENTIAL AWARDED

Upon successful completion of this program, students are eligible to receive a **Diploma in Public Relations**.