



## **Certificate in Public Relations and Communications Management**

### **Looking for a Career in Public Relations?**

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If you are interested in building relationships and communicating for results, you will find a public relations career both inspiring and rewarding. Joining the world of professional communicators can offer you an opportunity to learn about and help guide the success of organizations in many fields.

Organizations, whether in the private, public or not-for profit sector, are facing an increasing need to communicate strategically with their stakeholders – employees, media, local community, shareholders, government regulators and many others on whom their success, even existence, depends. Transparency is being demanded publicly in matters of governance, financial reporting, social responsibility, and client services, to name but a few.

As a public relations professional, you will help to build relationships with these stakeholders. Your tools may be many and varied, depending on the type of organization, but will often include organizational websites, blogs, social media tracking, news releases, speeches, employee newsletters, or events such as employee presentations, annual meetings, news conferences, on-line briefings, tours, and public displays.

### **How can a McGill Program prepare you for a career in Public Relations?**

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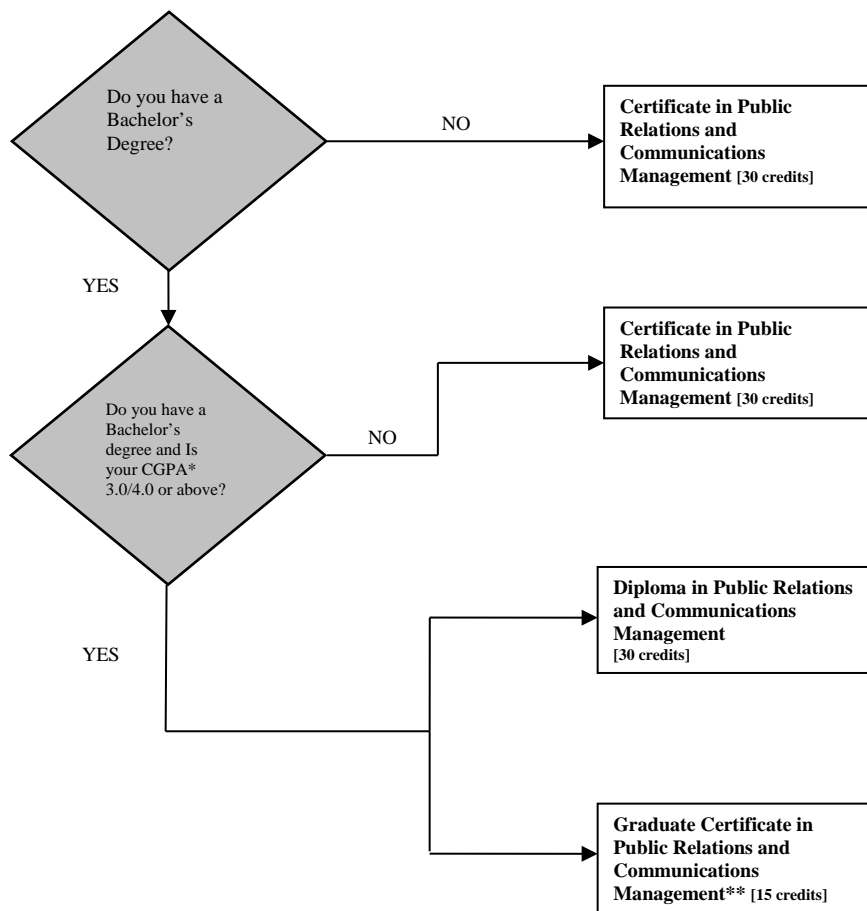
The field of Public Relations and Communications Management has been changing dramatically in recent years. Digital (including social) media is changing the way publics and organizations communicate. Increased consciousness by companies of their social responsibility, and a need for greater accountability to stakeholders, have led to an awareness in both the corporate and the not-for-profit sector that organizations need to rely on the advice and services of well trained professional communicators. The program content is continually updated with best practices in industry professionals.

The Certificate in Public Relations and Communications Management is both student-oriented and professionally based. Student-oriented, because students participate with instructors in the design of the program and courses. Professionally based, because its content is kept up to date with best practices in industry, and is frequently augmented by ongoing research in communications.

As a student, you will be trained for an entry-level position in the growing field of public relations and communications. If you already have some experience in the field, you can gain further knowledge and practice in new areas of the industry. You will have opportunities to discuss communications strategies with practitioners from a variety of industry sectors and to work on real public relations cases. By the time you have completed the program, you will have an in-depth overview of the major practice areas, considerable hands-on experience, and a solid resource network.

# Which of McGill's Public Relations Management programs is for you?

Which of the McGill offerings in Public Relations and Communications Management programs is right for me?



**Note:** \*CGPA = Cumulative Grade Point Average

\*\*Program designed for Managers.

## The Program

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The Certificate in Public Relations and Communications Management is a 30 credit program, which consists of eight required three-credit courses and two three-credit complementary courses.

Classes are offered once a week for 13 weeks and are generally from 6 p.m. to 9 p.m. Courses can be taken in the Fall, Winter, Spring and Summer sessions. Classes in the Spring and Summer sessions may be given in less than 13 weeks. Not all courses are offered every semester.

The certificate's program requirements are:

### **8 Required courses (24 credits):**

- CPRL 214 Applied Public Relations Methods 1
- CPRL 223 Basics of Public Relations
- CPRL 224 Applied Public Relations Methods 2
- CPRL 225 Social and Traditional Media Relations
- CPRL 226 Corporate Communications
- CPRL 227 Internal Communication
- CPRL 321 Public Relations Issues Management
- CPRL 322 Cases in Public Relations

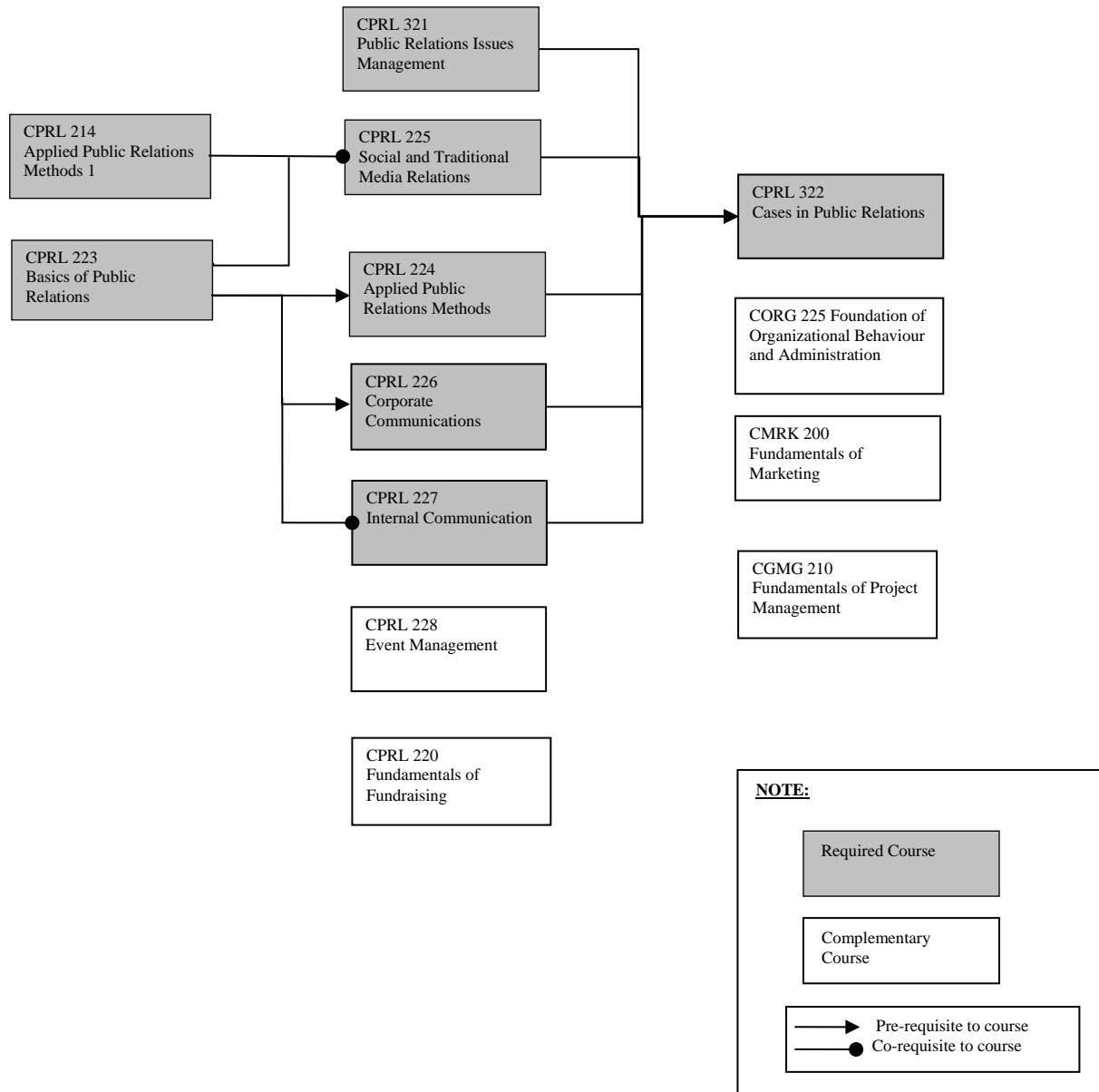
### **2 Complementary courses from (6 credits):**

- CGMG 210 Fundamentals of Project Management
- CMRK 200 Fundamentals of Marketing
- CPRL 220 Fundamentals of Fund-Raising
- CPRL 228 Event Management
- CORG 225 Foundation of Organizational Behaviour and Administration

**Please note: This program is effective as per Fall 2019.**

# Course Sequence

## Certificate in Public Relations and Communications Management



To obtain information on course offerings, please refer to the interactive timetable at [https://cce.mcgill.ca/timetable/C\\_PRCM\\_PCM.htm](https://cce.mcgill.ca/timetable/C_PRCM_PCM.htm)

## Course Descriptions

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### **CGMG 210 Fundamentals of Project Management**

**(3 credits)**

Pre-requisite: None

Fundamental principles and best practices of project management is essential to the successful development of projects or other complex undertakings within an organization; includes methods for defining, planning, and scheduling activities and resources.

### **CMRK 200 Fundamentals of Marketing**

**(3 credits)**

Pre-requisites: None

Fundamental theories and principles of strategic marketing. Role of the marketing professional in the corporate environment. Applications of marketing practices to new businesses. Development of a marketing plan.

### **CORG 225 Foundation of Organizational Behaviour and Administration**

**(3 credits)**

Pre-requisites: None

This course covers diverse theories and applications such as perception, motivation, decision-making, team dynamics, negotiation, conflict management, leadership, and organizational culture. Levels of analysis are on the individual, team and organizational level.

### **CPRL 214 Applied Public Relations Methods 1**

**(3 credits)**

Co-requisite: CPRL 223 Basics of Public Relations

Context, resources, learning activities, and guidance to conduct comprehensive, primary and secondary public relations research, and assess, edit, revise and proofread public relations materials for print, electronic and digital media.

### **CPRL 220 Fundamentals of Fund-Raising**

**(3 credits)**

Pre-requisites: None

Current status of fund-raising and philanthropy in Canada. Donor motivations, strategies for attracting support from different donor audiences, development of fund-raising campaigns for not-for-profits, charitable foundations, para-public and public-sector organizations. Role of donor organizations. Theoretical knowledge, technical skills and ethical considerations.

### **CPRL 223 Basics of Public Relations**

**(3 credits)**

Pre-requisites: None

An overview of public relations theory, principles, and practice, including the development of the discipline and its role in society, its function in different organizations, and the techniques used in the different sub-specialties of the field.

### **CPRL 224 Applied Public Relations Methods 2**

**(3 credits)**

Pre-requisites: [EDEC 207 Communications in PR or CCOM 207 or CPRL 214 Applied Public Relations 1] and CPRL 223 Basics of PR

Analyze, plan, design and execute projects that extend and hone writing and presentation skills in a self-directed manner.

**CPRL 225 Social and Traditional Media Relations (3 credits)**

Co-requisite: [EDEC 207 Communications in PR or CCOM 207 or CPRL 214 Applied Public Relations 1] and CPRL 223 Basics of PR

Organizations must communicate with diverse publics against the background of a rapidly changing media landscape. With the increasing presence of digital (including social) media, publics are both fragmenting and coalescing in new ways. This course will cover the context, theory and best practices that are evolving as a result.

**CPRL 226 Corporate Communications (3 credits)**

Pre-requisites: CPRL 223 Basics of PR and EDEC 207 Communication in PR

Issues and conditions affecting the communication of corporate issues and identity will be examined including corporate branding, financial communications, social responsibility, the reciprocal effects of internal and external publics, and planning and production of corporate communication vehicles.

**CPRL 227 Internal Communication (3 credits)**

Co-requisite: EDEC 207 or CCOM 207 and CPRL 223 Basics of PR

An examination of how internal communications strategies are designed and implemented to ensure people within an organization work together effectively and efficiently to support the organization's business plan, including the definition and purpose of internal communications that add value, as well as the communication needs of internal stakeholders.

**CPRL 228 Event Management (3 credits)**

Pre-requisites: None

Effective use of public and media events for communication and relationship-building with key stakeholders, including research, identification of publics, design, timelines, logistics, protocol, speeches and programs, and dealing with suppliers, as well as promotion and evaluation of the event.

**CPRL 321 PR Issues in Management (3 credits)**

Pre-requisites: CPRL 223 Basics of PR and EDEC 207 Communication in PR

Mechanisms by which organizations participate in the public policy process will be examined through an understanding of the social and political contexts where public issues occur and the inherent communication processes at all levels and specifically dealing with the roles of lobbying, media relations and social responsibility

**CPRL 322 Cases In Public Relations (3 credits)**

Pre-requisites: CPRL 224 Applied Public Relations Methods, CPRL 225 Media Relations, CPRL 226 Corporate Communications, CPRL 227 Internal Communication and CPRL 321 PR Issues Management or Departmental Approval

Note: Students in their last semester may take CPRL 322 concurrently with the other courses they need to complete the program.

Preparation of communication plans for organizations and current situations will provide the opportunity to apply the knowledge gained through the program. In addition, recent developments and methods in key areas of practice will be addressed.

## Admission Requirements

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To be admitted to an Undergraduate Certificate in Public Relations:

- Applicants must hold a CEGEP diploma (DCS, DEC or equivalent) OR
- Applicants who do not have the normal academic background for admission but are 21 years of age and older may be admitted as mature students OR
- Applicants between 18 and 21 years of age who do not have a CEGEP diploma but have at least a high school leaving certificate may be accepted into a qualifying program (a copy of the certificate must be provided).

# Admission Procedures

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To Apply to the *Certificate in Public Relations and Communications Management Online* Please Follow The Steps Listed Below:

Please follow the steps below:

**STEP 1:**

- Go to <http://www.mcgill.ca/continuingstudies/>  
Click on “Apply”  
Click on “Undergraduate Programs”

**STEP 2:**

**Verify** on the “**Apply for Admission to a Program**” page, the “Application Deadlines” for Canadian/Permanent Residents or International Students to ensure that you submit your application before the term deadline.

**STEP 3:**

- **Review your Admission Requirements:** Once you have checked your application against all the requirements, you will be ready to apply to the program.
- Before you proceed you will need:  
A valid **email address** and a **credit card** (Visa, MasterCard or American Express).

**STEP 4:**

- Once you are ready to apply online:  
Click on “**Click here now**” to bring you to the Application for Admission page.
  - Click on the red bold “**Apply Now**” on the Application for Admission page.  
(Do **not** apply through “uApply” link).
  - Fill in the login information on the “Admissions Login” page and the Biographical Information.
  - On the “Apply for Admission” page, fill in the information requested.  
NOTE: When asked: “What are you applying for at McGill”, click on “Continuing Studies”
  - Select the program you are applying to on the “Program Choice Selection” page.
  - Continue to fill in the remainder of the application. (All sections to be completed are indicated in the textbox on the left hand side of the screen).
- STEP 5:**
- Once you have applied online, you will receive a confirmation email providing you with a McGill ID number and a 6-character **PIN (Personal Identification Number)**.
  - You will need to use this information to **log into MINERVA** ([www.mcgill.ca/minerva](http://www.mcgill.ca/minerva)) (McGill’s web-based information system for students) so that you can upload documents required for admission and follow-up on your status of your application.

**STEP 6:**

- Please refer to the website for additional information.  
[www.mcgill.ca/continuingstudies](http://www.mcgill.ca/continuingstudies)



## Language Requirements

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The language of instruction for most courses and programs at McGill is English; however, students may submit any written work that is to be graded in English or French, except in cases where knowledge of the language is one of the objectives of the course. Applicants must demonstrate an adequate level of proficiency in English **prior to admission**, regardless of citizenship status or country of origin. McGill University has this language requirement in place to ensure that all students are provided with the opportunity to succeed in their chosen program. In all cases, the University reserves the right to require proof of English proficiency if it is deemed necessary. For additional information, please click on the link below.

<http://www.mcgill.ca/continuingstudies/current-students/academic-policies/language-policy>

## Exemption by Examination

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Students admitted to a Certificate, Graduate Certificate or Diploma program requiring a pre-requisite or co-requisite course must provide proof that they have taken an equivalent 3 credit course, at the appropriate level elsewhere or successfully pass the Exemption by Examination test. Otherwise the student must register for the course.

Please note that the Exemption by Examination test is not applicable to required or complementary course(s) within a program. You cannot take the Exemption by Examination test if you have already attempted the course (a grade of W is considered as have attempted the course). If you are unsuccessful in the Exemption by Examination test(s) you will not be permitted to repeat the test(s) and must instead enroll in the course(s) for which the particular test(s) was taken.

You must be admitted into a program or have applied to a program to be eligible to write the Exemption by Examination test. The test is optional. For more information on how to obtain a course exemption by means of a challenge exam, please consult the Exemption by Examination form available on our website at: <http://www.mcgill.ca/continuingstudies/prospective-students/apply/exemption-examination>

## **Student Awards and Financial Aid**

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Note: The amount and number of McGill University's School of Continuing Studies Bursaries, Scholarships, and Graduating Prizes issued varies from year to year, depending on funds received and donor specifications.

### McGill SCS Bursaries

For a list of McGill Bursaries, please consult the McGill School of Continuing Studies website by clicking on the link below.

<http://www.mcgill.ca/continuingstudies/current-students/fees/student-awards-and-financial-aid>

### McGill SCS Scholarships

For a list of McGill Scholarships, please consult the McGill School of Continuing Studies website by clicking on the link below.

<http://www.mcgill.ca/continuingstudies/current-students/fees/student-awards-and-financial-aid>

### McGill SCS Graduating Prizes

For a list of McGill SCS Graduating Prizes, please consult the McGill School of Continuing Studies website by clicking on the link below.

<http://www.mcgill.ca/continuingstudies/current-students/graduating-students/awards>