



Graduate Certificate in Public Relations Management

Looking for more Public Relations/Communications know-how?

If you are a manager who is frequently called upon to take on or supervise public relations and communications functions in your organization and have completed a Bachelor's Degree in any discipline, the Graduate Certificate in Public Relations Management (PRM) is designed for you. This program will provide you with specialized public relations management knowledge to enhance your career prospects.

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.

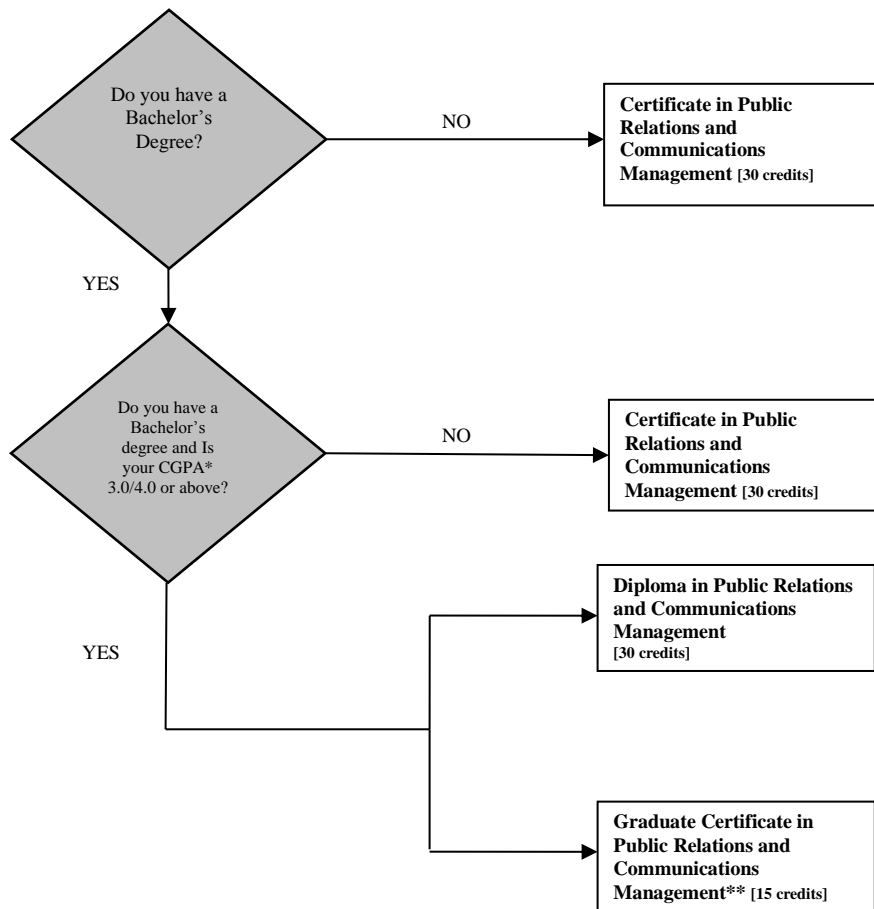
Managers who are able to understand communication principles and the rapidly evolving context of their organization's stakeholders are better placed to participate in strategy and planning. They can use their strong communication knowledge and techniques to earn cooperation and support from a wide range of groups.

How can a McGill's PR Programs prepare you for more responsibility in your organization's communications strategy?

The Graduate Certificate in Public Relations Management program offers students an opportunity to gain knowledge in the fundamental and most frequently applied areas of specialization in public relations, either to enhance their communication effectiveness or because they need to supervise or work closely with communicators in their workplace. While some skills are taught, major emphasis is placed on the strategic aspects of public relations. Students intending to follow a public relations career are advised to take the Diploma in Public Relations Management in order to equip themselves more fully for professional practice. Concentration courses in the Diploma program are the same ones offered to career-track PR students, giving management students the opportunity to share their learning experience with future public relations professionals. In addition, instructors are all experienced, active practitioners in the field who will introduce students to guest speakers and real projects from a wide range of industry sectors.

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

The Graduate Certificate in Public Relations Management consists of five courses.

The graduate certificate's program requirements are:

4 Required courses:

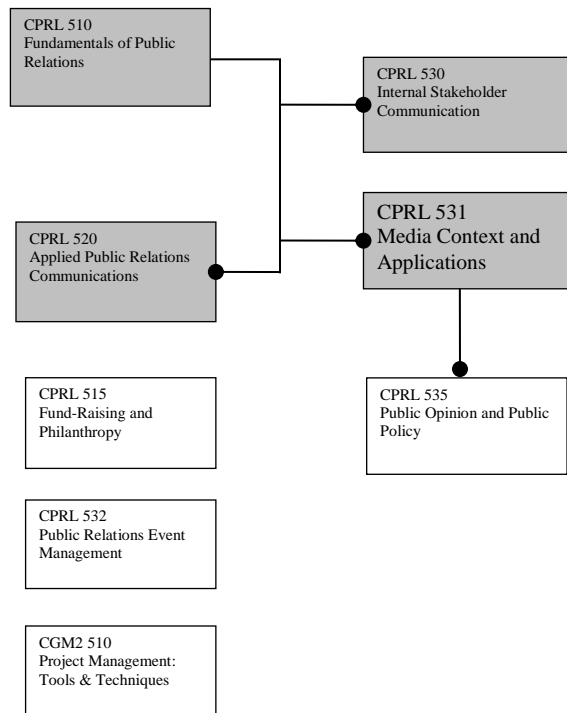
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| CPRL 510 | Fundamentals of Public Relations |
| CPRL 520 | Applied Public Relations Communication |
| CPRL 530 | Internal Stakeholder Communication |
| CPRL 531 | Media Context and Applications |

1 Complementary course from:

| | |
|----------|--|
| CGM2 510 | Project Management: Tools & Techniques |
| CPRL 515 | Fund-Raising and Philanthropy |
| CPRL 532 | Public Relations Event Management |
| CPRL 535 | Public Opinion and Public Policy |
| CPRL 542 | Financial Communications |
| CPRL 543 | Diversity and Community Relations |

Course Sequence

Graduate Certificate in Public Relations Management



NOTE:

Required Course

Complementary Course

→ Pre-requisite

—● Co-requisite

To obtain information on course offerings, please refer to the interactive timetable at http://cce.mcgill.ca/timetable/gc_prm_prm.htm.

Course Descriptions

CMG2 510 Project Management: Tools & Techniques

(3 credits)

Pre-requisites: None

Focus on main concepts and theories of project management from initiation to close-out. Topics include: project life cycle, planning, scheduling, implementing, monitoring, controlling, close-out and ethics. The concepts presented apply to projects of various sizes, types and degrees of complexity.

CPRL 510 Fundamentals of Public Relations

(3 credits)

Pre-requisites:

None

Survey and history of public relations practice, its various sub-specialties and its role in the organizational structure. Theories of communication and applications of theoretical knowledge in the field. Recent trends and best practices in both private and not-for-profit sectors. Professional ethics and associations.

CPRL 515 Fund-Raising and Philanthropy

(3 credits)

Pre-requisites:

None

The organization as donor and as fund-raiser. Social, legal and regulatory context of fund-raising and corporate giving. Role and structure of foundations, government agencies and other donor organizations. Corporate community support. Fund-raising campaigns (planning and methods), donor relations, working with volunteer leadership, information management, ethics and accountability.

CPRL 520 Applied Public Relations Communication

(3 credits)

Co-requisite: CPRL 510 Fundamentals of Public Relations

Identification, analysis and solution of communication problems in a variety of public relations contexts. Emphasis on planning, audience, research, content, effectiveness, language, editing and design of communication tools. Practical approaches to print and Internet communication, oral presentations, and writing for media.

CPRL 530 Internal Stakeholder Communication

(3 credits)

Co-requisites: CPRL 510 Fundamentals of Public Relations and CPRL 520 Applied Public Relations Communication

Communication with the full range of internal stakeholders, including employees, management, Board, volunteers and foundations, as well as audiences specific to the organization such as patients, students, members, etc. Topics include organizational culture, labour relations, mobilization of stakeholders and issues/change management (i.e. mergers, acquisitions, partnerships).

CPRL 531 Media Context and Applications

(3 credits)

Co-requisites: CPRL 510 Fundamentals of Public Relations and CPRL 520 Applied Public Relations Communication

Context in which media operate (regulation, ownership, practical constraints). Building relationships with journalists. Media theory and current trends in media uses and technology. Strategies and tools for communicating through media, including message development, spokesperson training and media events. Crisis and risk communications.

CPRL 532 Public Relations Event Management**(3 credits)**

Pre-requisites: None

Management of events in support of strategic organizational objectives for relations with investors, clients, employees, government, media or community. Special events as part of public awareness or fund-raising programs. Topics include planning, budgeting, financial support, logistics, protocol, working with suppliers and partners, promotion and evaluation.

CPRL 535 Public Opinion and Public Policy**(3 credits)**

Co-requisite: CPRL 531 Media Context and Applications

Government relations for organizations, at both the political and public service level, including lobbying, advocacy, and regulatory issues. Coalition building. Public opinion from a variety of angles, such as research methods and theory, as well as its relation to government and to information media. Media and democracy.

Admission Requirements

1. Bachelor's Degree in any discipline as approved by the Graduate and Postdoctoral Studies Office, with a minimum CGPA of 3.0 out of 4.0 or 3.2 out of 4.0 in the equivalent of last two years of full-time academic studies.
2. A minimum of three years recent, relevant work experience in public relations or the communications industry.
3. Curriculum vitae.
4. Two letters of references.

If your CGPA is lower than the above requirement, please submit the following for consideration with your application, official transcript.

- a. **Letter of Intent:** A letter, 1 to 2 pages in length single-spaced, written in English or French, which addresses the following:
 - basis for interest in the program;
 - your knowledge that would be pertinent to the program;
 - your interest in the field of study and the reasons for applying to our program
 - plans for integrating the training into your current or future career;
 - a description of your professional experience and its relevance, if applicable, to the program
 - awards received or other contributions;
 - any additional information relevant to your application.
- b. **Curriculum Vitae**
- c. **Two Letters of Reference:** At least one should be from a current or former employer.
- d. **GMAT and/or GRE Test Score Results (optional):** Submit a copy of the official test score results.

Admissions Procedures

How to APPLY to the *Graduate Certificate in Public Relations Management*?

Please follow the steps below:

STEP 1:

- Go to <http://www.mcgill.ca/continuingstudies/>
Click on “Apply”
Click on “Graduate 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) (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:

- Once your application has been received and you have access to your Minerva account, you will be able to **upload your supporting documentation**, including a copy of transcripts. (A copy of your transcript with confirmation of degree awarded and date of graduation).
- Uploading your documents will speed up your application process and is strongly recommended.
- For instructions on how to proceed, please go to: www.mcgill.ca/applying/submitting-your-documents/uploadingdocuments/

(If you are unable to upload the documents, you can send them by regular mail or bring them in person to our Client Services office at the address above).

STEP 7:

- **Sending official transcripts: All transcripts received via the upload process are considered unofficial.** If transcripts are required for your application, you will also need to have any official transcripts sent directly to the School by mail, in a sealed envelope by the educational institution(s) where you studied.

What is an Official Transcript?

If you have studied at an institution:

- In Canada or the United States – you will need to request a copy of your official transcripts (your marks) from that institution which the institution will mail to the address below in a sealed envelope with the official institution's logo.
 - Outside of Canada or the United States, - you will need to request a copy of your official transcripts (your marks) from that institution which the institution will mail to the address below in a sealed envelope with the official institution's logo.
 - **Note:** In cases where the language of instruction at the institution is not English or French, you must also send an official translation of the official transcript certified by a representative from the **Ordre des traducteurs, terminologues et interprètes agréés du Québec (OTTIAQ - <http://ottiaq.org/>)**.
- You need to request **official transcripts** as soon as possible once your application has been submitted to the School of Continuing Studies. Your Educational Institution must then mail these directly to the appropriate office below:

Client Services c/o Admissions

McGill University – School of Continuing Studies
688 Sherbrooke Street West, Room 1125
Montreal, QC
Canada, H3A 3R1

- **Important:** You must make sure you apply by the application deadline. However, if you have any outstanding supporting documents at the time of your application, you may upload them as they become available or forward them directly to the School of Continuing Studies as soon as possible. Your admission application will only be completed once the School has received all of the required documents.
- **Note:** All required documents received by McGill University School of Continuing Studies become the property of the university. Official documents and/or transcripts will not be returned to the applicant.
- **Note:** Transcripts received by McGill University's School of Continuing Studies cannot be transferred to any other department or program as it would constitute submitting a new application. Therefore, you must submit a new sealed envelope of your official transcripts for each application made to McGill University's School of Continuing Studies.

Language Requirements

- 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

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 completed 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

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 their specifications.

McGill University's School of Continuing Studies Bursaries

The School of Continuing Studies will post the application form and eligibility requirements for the active term on its website. Please refer to link below for further information.

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

McGill University's School of Continuing Studies 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 University's School of Continuing Studies 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>