



PUBLIC RELATIONS DIPLOMA

Part-Time Program

In 2009, the Wall Street Journal predicted that jobs in the PR sector would increase 24% by 2018 - making this potentially one of the highest growth industries. With the emergence of social media, companies are increasingly focusing on the “wired” side of their business in order to expand to unlimited market share. Success in the short shelf-life of a one-click environment truly depends on understanding your potential audience.

The UWinnipeg Public Relations Program provides the essential elements of an effective PR tool kit and a vast array of PR writing templates, expands critical thinking skills into a strategic planning framework, and equips graduates with the necessary skills to run a one-stop PR shop.

GRADUATION REQUIREMENTS:

Required Courses: (255 Hours)

- Learning Techniques (3 Hours)
- Effective Oral Communication (36 Hours)
- Effective Written Communication (36 Hours)
- Writing for Public Relations I (36 Hours)
- Public Relations Fundamentals I (36 Hours)
- Public Relations Fundamentals II (36 Hours)
- Case Studies and Issues in Public Relations (36 Hours)
- Media Relations for Public Relations (36 Hours)

Elective Courses: (108 Hours)

Choose three courses from the following list:

- Advertising Fundamentals* (36 Hours)
- Marketing Fundamentals (36 Hours)
- Project Management 1: Fundamentals or Event Management (36 Hours)
- Understanding the Design Process* (36 Hours)
- Web Marketing Communications (36 Hours)
- Writing for Public Relations II* (36 Hours)

Professional Edge Seminars: (35 Hours)

Complete five one-day seminars (7 Hours) or a combination of one and two-day seminars (14 Hours) for a total of 35 hours.

Students who do not hold an undergraduate degree must complete the University Writing and Research seminar as one of their Professional Edge seminar requirements if they are pursuing a certificate and diploma program through the Professional Studies Program Area.

** This elective course is only available in a day-time course offering.*

TUITION:

\$5,350 - Approximate total domestic cost (subject to change)
Courses are paid for at time of registration, the cost per course varies. Please check our website for current prices.

LOCATION:
The University of Winnipeg
Professional, Applied &
Continuing Education
Buhler Centre
460 Portage Ave
Winnipeg, MB

MAILING ADDRESS:
The University of Winnipeg
Professional, Applied &
Continuing Education
515 Portage Avenue
Winnipeg, MB
R3B 2E9

FAST-TRACK OPTIONS:

If you would like to finish your program faster there are courses available during the day.

ACADEMIC ADVISING:

For more information & to build an individual learning plan contact Ashlie Wilson at 204.982.1178 or a.wilson@uwinnipeg.ca

ARTICULATION FOR CREDIT:

Graduates of the Public Relations Diploma Program may be eligible for equivalent course credits towards an undergraduate degree at the University of Winnipeg.

CAREER OPPORTUNITIES:

- Public or Government Affairs Communications Officer
- Fundraising Consultant
- Media Relations Officer
- Press Secretary
- Publicist
- Public Relations Officer
- Media Events Coordinator
- Public Relations Assistant
- Marketing Coordinator

GETTING STARTED:

To attend a class:

- Complete & submit a Course Registration Form to the UWDCE Registration Office

To enroll in a program:

- Complete & submit an Application for Admission Form to the UWDCE Registration Office

Courses begin at various times throughout the year. It's never too late to get started.

CHECK OUR WEBSITE FOR THE LATEST OFFERINGS AND COURSE INFORMATION



@uwinnipegDCE_PS

UWinnipegDCE.ProfessionalStudies

dce.UWinnipegCourses.ca

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