



PUBLIC RELATIONS, MARKETING & STRATEGIC COMMUNICATION MANAGEMENT DIPLOMA

DURATION

13 Months Full-time

TUITION

\$13,500 Domestic
\$19,300 International

STARTING

August

*Fees in Canadian Dollars and subject to
change.*

Public Relations, Marketing & Strategic Communication Management Diploma

The Public Relations, Marketing & Strategic Communication Management Diploma program provides students with the essential skills to develop the key elements of an effective PR, communications and marketing tool kit. Students will gain the ability to think critically, plan strategically and use several different frameworks for a successful PR, communications and marketing presence.

Graduates of this program will attain a Public Relations & Strategic Communication Diploma, a Marketing Management Diploma, and a Management Certificate.

Full-time Program Tuition, Fees, and Expenses:

\$13,500* Domestic Students Tuition

\$19,300* International Students Tuition

Estimated Textbook and Supplies: \$2,000**

Laptop Required

*Fees in Canadian Dollars and subject to change. **

Textbook costs may vary depending on new, rental, used, or electronic purchasing choices.

Career Opportunities

Graduates have established exciting careers in the following areas:

- Public Relations Assistant/Coordinator/Director
- Fund Development Officer
- Coordinator Executive Director (not-for-profit sector)
- Communications/Information Officer (public or government affairs)
- Community Relations Officer
- Media Specialist
- Events Coordinator/Manager
- Marketing Coordinator

Top Jobs

#3 Marketing Manager: Highest Paying Jobs in Demand in Canada*

#9 Marketing Specialist and Event Planner: Top Job for the Future**

*Source: Murray, D. 2015. *Slice.ca*

**Source: Smith, J. 2014. *Forbes.com*

Full-time Program Features

- Resume and Job Search Training
- Professional Membership with Industry Recognized Associations - CPRS & IABC
- Specialized Curriculum for High-Growth Industries
- Includes an Internship Placement*
- Professional Designation-Aligned Program Content
- Industry-Recognized Instructors
- Adobe Creative Cloud and SPSS software included

Ideal Applicants

- Strong Writers and Persuasive Communicators
- Conceptualizers, Influencers, Idea-Shapers and Outside-the-Box Thinkers
- Analytical and Research Oriented

Internship *

Internships provide a pathway to a wider network of industry contacts and offers students a chance to try out potential employers. Internships provide students with an opportunity to further develop their professional skills, while gradually increasing work responsibilities under the guidance of a seasoned practitioner.

**Subject to Eligibility*

A four week internship is included in the course duration

Articulation for Credit

Graduates of the Public Relations, Marketing & Strategic Communication Management Diploma Program may be eligible for credit towards an undergraduate degree at The University of Winnipeg. *Please see Pathways to UW Degrees on our website: pace.uwinnipeg.ca*

Curriculum

- Advertising Fundamentals
- Business Fundamentals
- Case Studies and Issues in Public Relations
- Corporate Sponsorship
- Cultural Dimension & Environmental Influences
- Customer Relationship Management
- Digital & Social Media
- Effective Oral Communication
- Effective Written Communication
- Essential Skills for Managers
- Ethics & Corporate Social Responsibility
- Event Management Fundamentals
- Financial Management for Non-Financial Managers
- Fundraising & Fund Development
- Graphic Design for Non-Designers I
- Graphic Design for Non-Designers II
- Graphic Design for Non-Designers III
- Indigenous Perspective Seminar
- Marketing Fundamentals
- Marketing Research
- Media Relations for Public Relations
- Organizational Behaviour
- Public Relations Fundamentals I
- Public Relations Fundamentals II
- Resume Building and Job Search Techniques
- Strategic Marketing & Planning
- Strategic Public Relations Planning
- Web Marketing Communications
- Writing for Public Relations I
- Writing for Public Relations II
- Writing for Public Relations III

Note: Program content subject to change given local job market requirements.

APPLY ONLINE TODAY @ PACE.UWINNIPEG.CA

FOR MORE INFORMATION: PACEft@uwinnipeg.ca

MAILING ADDRESS: University of Winnipeg PACE | 515 Portage Avenue | Winnipeg, MB | R3B 2E9 | Canada

LOCATION: Buhler Center | 460 Portage Avenue (at Memorial Boulevard) | Winnipeg, MB