



PUBLIC RELATIONS & STRATEGIC COMMUNICATIONS DIPLOMA PROGRAM

DURATION

468 Hours of Study Part-Time

STARTING

Fall, Winter or Spring Terms

TUITION

\$6,220 (approximation)

Tuition fees are paid for at time of course registration and vary according to individual course and delivery mode of course (in-class or online). Please check the PACE website for details.

BLENDED LEARNING OPTION

This program can be completed through in-class learning, or through a blend of both in-class and online learning.

PUBLIC RELATIONS & STRATEGIC COMMUNICATIONS DIPLOMA PROGRAM

Given the exponential growth of social media and eCommerce in recent years, Public Relations and Strategic Communications are vital components of successful organization and issue management. Through this program, students will develop the essential PR and communication skills to navigate real-time issues and situations and position organizations for success with key stakeholders and the media.

Getting Started

• To attend a class:

Use the “Register Now” feature on the PACE website to register online for a course through our instant enrolment process or go in-person to the PACE Registration Office.

• To enroll in a program:

Submit a completed Application for Admission Form to the PACE 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 application forms.

Who Should Take This Program

This program is for individuals interested in:

- Building a career in the public relations or communications fields and gaining the competencies and skills for success;
- Obtaining a recognized educational credential;
- Gaining the knowledge to write the Public Relations Knowledge (PRK) exam through the Canadian Public Relations Society.

Outcomes

On completion of this program, students should be able to:

- Analyze media and stakeholder interests and address a variety of public relations issues including reputation and crisis management, media relations, and social media responses;
- Guide management on key business and policy decisions and devise effective public relations strategies;
- Design internal and external communications and prepare communications such as a comprehensive press kit and other collateral materials;
- Respond to media inquiries and organize a press conference in alignment with organizational priorities.

Tuition

\$6,220* Approximate cost of program

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Program Planning Tool

Please refer to the PACE website to access the Program Planning Tool. This tool allows you to create an individualized learning plan or to determine how many courses you have left until program completion.

Program Duration

Admitted students have up to five years to complete the program requirements and may choose to fast-track their studies by taking more than one course per term.

Career Opportunities

- Public Relations Manager
- Community Relations Officer
- Media Relations Manager
- Public Affairs Officer
- Social Media Coordinator
- Fund Development Officer/Fundraiser
- Executive Director
- Communications Officer

Articulation for Credit

Graduates of this program may be eligible for equivalent course credits towards an undergraduate degree at The University of Winnipeg. Please refer to the PACE website, Pathways to Degrees page for details.

Additional Comments

For information on the PRK (Public Relations Knowledge) examination, please contact the Canadian Public Relations Society directly.

Program Requirements

The program consists of two components: core courses and elective courses. All courses are 36 hours, unless otherwise noted.

Required Courses (369 Hours)

- Effective Oral Communication **OL**
- Effective Written Communication **OL**
- Public Relations Fundamentals I **DT**
- Public Relations Fundamentals II **DT**
- Case Studies & Issues in Public Relations **DT**
- Media Relations for Public Relations
- Writing for Public Relations I
- Writing for Public Relations II **DT**
- Strategic Public Relations Planning **DT**
- Digital & Social Media **DT**
- Fundraising & Fund Development **DT**

Two Elective Courses (72 Hours) Choose two courses from the following list:

- Advertising Fundamentals **DT**
- Cultural Dimensions & Environmental Influences **DT**
- Ethics & Corporate Social Responsibility
- Marketing Fundamentals **OL**
- Marketing Research **DT**
- Web Marketing Communications **DT**
- Writing for Public Relations III **DT**
- Project Management Fundamentals **OL**
- OR**
- Event Management Fundamentals **DT**

OL Available online

DT Available during the day only (9:00am-4:00pm)

TO APPLY: ApplyToPACE@uwinnipeg.ca

FOR MORE INFORMATION: PACEpt@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