

Public Relations

- PRLN 1236 Visual Presentations
- PRLN 1240 Computer Skills II
- PRLN 1241 Organizational Communications
- MRKT 1199 Introduction to Marketing
- PRLN 2310 Issues Management and Crisis Response
- PRLN 2320 Public Relations Writing II
- PRLN 2330 Event Management
- PRLN 2350 Public Relations Advertising
- JRNL 2301 Media and Audiences
- PRLN 2450 Public Relations Management
- PRLN 2460 Stakeholder Relations
- PRLN 2476 Work Experience
- JRNL 2401 Ethics and the Media

Work Experience

Students gain hands-on experience during a weekly practicum and a four-week (full-time) work experience in the public relations industry, prior to graduation. These work experiences provide opportunities for observation and application of previously studied theories and methodologies, and assist with the transition of the graduates from college to the workplace.

Application Information

Applicants who have met the program admission requirements will be offered seats according to their date of qualification. Early applications are recommended as seats are limited. Applications are accepted beginning November 1 and closing date for applications is March 31.

If you require more information on application procedures and dates, please refer to the Kwantlen University College calendar or online at www.kwantlen.ca/calendar

University College Admission Requirements

An applicant must

- meet the English proficiency requirement of a minimum of "C" grade in English 12, or Technical Professional Communications 12, or Communications 12, or equivalent.
- have graduated from a secondary school equivalent to British Columbia Grade 12, or be 19 years of age or older on the first day of classes.

An applicant who does not meet any of the above admission criteria may appeal for admission as a Special Admission student to a specific program.

General Information

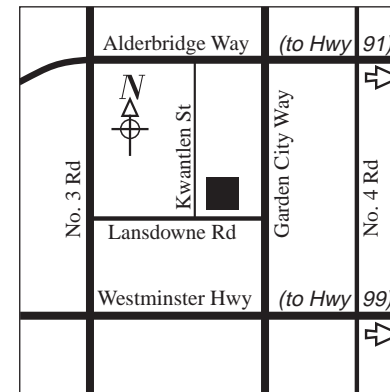
The university college calendar contains complete program information as well as rules and regulations that govern students while at the university college; each student is responsible for being aware of these rules and regulations. The calendar is available for purchase or review at any campus Admissions office or online at www.kwantlen.ca/calendar

Programs, courses, services and other related activities may be offered on any day of the week.

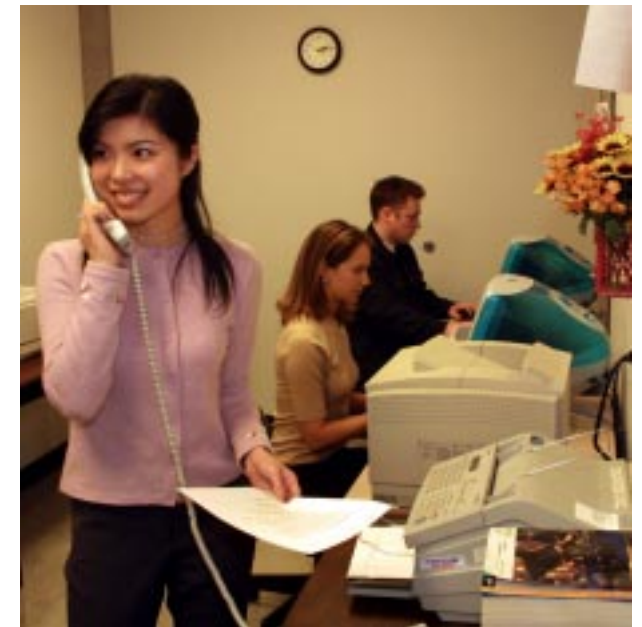
For further information, contact:

**Office of the Registrar
Kwantlen University College
12666 – 72nd Avenue
Surrey, BC V3W 2M8**

**604.599.2000
www.kwantlen.ca**



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**Applied Design
and Communications**

www.kwantlen.ca

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Kwantlen
UNIVERSITY COLLEGE

A Career in Public Relations

Public Relations is the practice of building understanding and mutually beneficial relationships between an organization and its public. Good public relations is about generating goodwill through socially responsible action while ensuring that accurate information about an organization is distributed to its strategic audiences.

Public relations professionals are the people called upon to advise top management on communications needs and to develop strategic direction for communications initiatives. Media relations, communications planning, crisis response, publications development and speech writing are but some of the responsibilities conducted by the public relations practitioner.

Perhaps more than any other management field, public relations professionals must possess excellent communications skills and have the ability to write with flare.

The two-year Public Relations Diploma program at Kwantlen University College prepares future communications professionals for public relations management careers in business, government agencies, public relations consultancies, professional associations and nonprofit organizations.

The PR Professional

Graduates of the Public Relations Diploma program are known, not just for their technical expertise, but for their training as problem-solvers — strategic thinkers who apply

the theory and practice of communications and create a corporate culture of expression through team-based, collegial approaches.

Public relations professionals are interpreters of the world around them. They must be excellent writers with strong interpersonal skills. They must be self-motivated team players, who are able to meet hectic deadlines and thrive under pressure.

Many applicants are mature students who are making a career change. Some students enter the program with university degrees or come from other endeavors and are seeking specific marketable skills.

Program Content

The two-year Public Relations Diploma program consists of four semesters and carries 60 college credits. Graduates will be well equipped to find employment in a field that has embraced digital and multimedia technologies. Students will gain marketable skills in desktop publishing, digital imaging and web authoring. Many of our courses require the students to work directly with clients in the community for projects such as corporate communications campaigns, newsletter production, event planning and website development.

To keep pace with rapid changes in the industry, Kwantlen provides a solid foundation in communications theory blended with practical, hands-on work experience and a field placement in a public relations environment.

The program works closely with the professional public relations community and our faculty is drawn from industry and includes full and part-time instructors who are public relations professionals.

During their two years of study, students will:

- Develop a solid foundation in public relations fundamentals and gain a wide scope of knowledge in organizational communications, media and audiences, issues management and stakeholder relations.
- Develop excellent writing skills, including the ability to write in several styles and voice tones, each targeting a different audience.
- Gain training in the latest technology commonly used in corporations to develop marketable skills in digital technologies, multimedia design, desktop publishing and web authoring.
- Develop professional attitudes through exposure to the legal, ethical and societal constraints of the corporate environment.
- Build confidence in client relationships by completing projects for organizations in the community throughout the two-year program and during the full-time work placement in the field.

Admission Requirements

Given that writing is a fundamental component of Public Relations, applicants must achieve a minimum of Level 4 on the Language Proficiency Index *or* a B in a university transfer English.

Applicants must also provide the following by the application deadline:

- résumé
- proof that they have interviewed at least three people currently working as public relations or corporate communications professionals

- a 500-word statement that details what they learned in their interviews and why they are interested in a career in public relations
- Interview with members of the faculty and/or Public Relations Advisory Committee

These criteria are required to ensure that the aspirations of applicants are realistic in light of the demands of the workplace and of the program. Applicants will be evaluated based on these criteria.

Applicants will be invited to attend an orientation session at Kwantlen's Richmond Campus late in April or early May. This session is to provide an opportunity to meet faculty, ask questions about the program and explore what the program entails. Arrangements will be made to accommodate out-of-town applicants.

Note: A lack of English proficiency and basic writing or computer skills will hold the student back, so applicants are urged to upgrade these areas before starting the program.

Courses

Semesters 1 – 4

PRLN	1120	Public Relations Writing I
PRLN	1130	Public Relations Research
PRLN	1140	Computer Skills I
PRLN	1150	Public Relations Practice
JRNL	1100	Explorations in Mass Communications
JRNL	1141	Visual Design with Computers
PRLN	1210	Electronic Media Strategies
PRLN	1220	Writing for Newspapers and Features