Public Relations: Diploma

School of Business	kpu.ca/business
Public Relations	kpu.ca/business/pr
Program Type	Undergraduate
Credential Granted	Diploma
Offered At	Richmond
Start Date(s)	September
Intake Type	Limited intake
Format	Full-time
Instructional Cycle	Semester-based
Curriculum Effective Date	01-Sep-2016
How to Apply	www.kpu.ca/admission

DESCRIPTION

The two-year Public Relations (PR) Diploma Program provides in-depth training for the next wave of public relations professionals. The KPU program is distinguished not only for providing the technical expertise to successfully work in PR, but also the strategic thinking and communications management that will help KPU grads to succeed and advance quickly within organizations.

ADMISSION REQUIREMENTS

In addition to the Faculty's Admission Requirements, which consist of KPU's undergraduate English Proficiency Requirement, the following program admission requirements apply:

- English 12 with a minimum grade of B (or equivalent), or a transferable undergraduate level English course with a minimum grade of C

Note: A lack of basic writing skills or word processing computer skills will hold the student back, so applicants are urged to upgrade this area before starting the program. Successful applicants will be invited to attend an orientation session sometime in May. The purpose of this session is to provide an opportunity to meet faculty, ask questions about the program, and to explore what the program entails. Arrangements will be made to accommodate out-of-town applicants.

CURRICULAR REQUIREMENTS

The Public Relations Program is a 60-credit diploma organized into four semesters.

Year 1

All of:

ENGL 1100	Introduction to University Writing	3 credits
PRLN 1120	PR Writing Fundamentals	3 credits
PRLN 1140	Digital Applications for Print Media	3 credits
PRLN 1141	Visual Design	3 credits
PRLN 1150	Introduction to Public Relations	3 credits
PRLN 1210	Media Relations	3 credits
PRLN 1220	Writing for Media Relations	3 credits
PRLN 1230	Public Relations Research	1.5 credits
PRLN 1236	Visual Presentations	3 credits
PRLN 1250	Digital Applications for Electronic Media	3 credits
MRKT 1199	Introduction to Marketing	3 credits

Year 2

All of:

PRLN 2150	Reputation Management	3 credits
PRLN 2310	Issues Management & Crisis Response	3 credits
PRLN 2332	Event Planning & Sponsorship	3 credits
PRLN 2338	Advanced Visual Design	3 credits
PRLN 2350	Publicity & Promotion	3 credits
PRLN 2432	Event Production & Management	3 credits
PRLN 2441	Organizational Communications	3 credits
PRLN 2455	Creative Services Consulting	3 credits
PRLN 2477	PR Practicum	3 credits
PRLN 2478	Professional Readiness	1.5 credits

OTHER INFORMATION

Work Experience

Students gain hands-on experience during a four-week (full time) work experience in the public relations industry prior to graduation. This work experience provides opportunities for observation and application of previously studied theories and methodologies and assists with the transition of the graduates from KPU to the workplace. Students are required to successfully complete all other courses in the PR Diploma Program, or be able to demonstrate how they will complete any remaining requirements prior to the graduation date of that particular year, before taking PRLN 2477.

CREDENTIAL AWARDED

Upon successful completion of this program, students are eligible to receive a **Diploma in Public Relations**.