

KNOW MORE. DO MORE.

PUBLIC RELATIONS CERTIFICATE



University
of Regina

Centre for
Continuing Education



PURSUE A DYNAMIC PR CAREER

Do you want a dynamic and creative career working in the growing field of Public Relations? **If you want to be working out front and centre or behind the scenes in the PR and communications field, this program is for you.**

The PR and communications industry offers a wide variety of careers options such as:

- Media Relations Specialist
- Digital Media Strategist
- Communications Officer
- Writer
- Advertising Specialist
- Event Planner

Gain knowledge and skills needed to be successful in this growing and dynamic field. Our courses are developed to introduce key concepts and skills to those seeking a career in this growing industry. **This program will also provide professional enhancement and credentials for those already working in the industry.**



IN DEPTH AND FLEXIBLE

Public Relations is a fast paced and exciting field with opportunities for career growth. Our courses are developed to introduce key public relations and business communications concepts:

- Planning, implementing and evaluating an effective communications plan.
- Leveraging appropriate tools and techniques to share your message.
- Creating communication pieces for internal and external stakeholders.
- Understanding the ethics of public relations in a broad industry setting.

This 5-course program is designed for part-time students or students who are looking to take a certificate concurrently with a degree program. Courses are scheduled to accommodate working adults and students in other programs.

PROGRAM OUTLINE

Credit Hrs	Required Courses
3.0	PR 100 Foundations of Public Relations
3.0	PR 101 Writing and Editing for Public Relations
3.0	PR 200 Strategic Communication Planning (Prereq: PR 100)
3.0	PR 201 Communication Tools & Techniques (Prereq: PR 100)
3.0	Choose 1 elective courses from list below: PR 202 Research & Evaluation PR 203 Media Relations PR 204 Organizational Communications in PR PR 205 Social Responsibility & Ethics PR 290 AA-ZZ Public Relations Trends & Special Topics
15.0	Total



ADVANCED PUBLIC RELATIONS CERTIFICATE

NEW

Take your PR and communications expertise to a higher level. Build on the skills you learned in the Public Relations Certificate with the Advanced Public Relations (APR) Certificate. Or go big and enrol in the APR Certificate right from the start!

PROGRAM OUTLINE

Credit Hrs	Required Courses
3.0	PR 100 Foundations of Public Relations
3.0	PR 101 Writing and Editing for Public Relations
3.0	PR 200 Strategic Communication Planning (Prereq: PR 100)
3.0	PR 201 Communication Tools & Techniques (Prereq: PR 100)
9.0	Choose 3 elective courses from list below: PR 202 Research & Evaluation PR 203 Media Relations PR 204 Organizational Communications in PR PR 205 Social Responsibility & Ethics PR 290 AA-ZZ Public Relations Trends & Special Topics
9.0	Any three courses on topics related to marketing, communications, research, consumer behaviour, popular culture, ethics, media, etc.
30.0	Total: 60% PGPA required

LEARN MORE & REGISTER

uregina.ca

Phone: 306-585-5807

Email: CCE.StudentServices@uregina.ca