

DIPLOMA IN PUBLIC RELATIONS

At a Glance

Faculty

www.kpu.ca/business (<http://www.kpu.ca/business/>)

Area of Study:

www.kpu.ca/business/pr (<http://www.kpu.ca/business/pr/>)

Academic Level:

Undergraduate

Credential Granted:

Diploma

Start Date:

Fall (September)

Spring (January)

Summer (May)

Intake Type:

- Open

Minimum Credits Required:

60

Curriculum Effective Date:

01-Sep-2020

Description

You have a passion for communication and connecting with people, and a desire to make a positive impact on society. In our two-year, hands-on diploma program, you will learn the theory and practice of public relations, and will develop the skills and knowledge necessary to successfully manage relationships on behalf of businesses and other organizations through the use of creative and strategic communication.

Upon graduation, you will be prepared for careers in PR and communications, social media, publicity, media and influencer relations, public affairs, organizational communications, special events and fundraising, or continuing your studies in a Bachelors of Business Administration (BBA) or Bachelor of Arts (BA) degree program at KPU.

The PR Diploma curriculum is carefully aligned with the Global Alliance for Public Relations and Communication Management's Global Capabilities Framework and Global Body of Knowledge, and was developed in consultation with an advisory committee consisting of senior PR and communication practitioners from industry, government and the nonprofit sector.

Requirements

Admission Requirements

The Faculty's Admission Requirements, which consist of KPU's undergraduate English Proficiency Requirement (<https://>

calendar.kpu.ca/admissions/english-proficiency-requirements/), apply to this program.

Declaration Requirements

Students intending to graduate with this School of Business diploma must declare the credential. At the time of declaration, the student must satisfy all of the following requirements:

- In good academic standing with the University
- Completion of a minimum of 15 credits of undergraduate coursework.

Curricular Requirements

Students must complete a minimum of 60 credits that include the following:

Code	Title	Credits
Business Foundation Courses		
BUSI 1215	Organizational Behaviour	3
BUSI 2390	Business Law	3
MRKT 1199	Introduction to Marketing	3
Public Relations Courses		
PRLN 1110	Design & Production for Public Relations	3
PRLN 1120	Writing for Public Relations	3
PRLN 1150	Introduction to Public Relations	3
PRLN 1160	Media & Influencer Relations	3
PRLN 1170	Public Relations Research & Evaluation	3
PRLN 2010	Social Media for Public Relations	3
PRLN 2120	Public Relations Campaign & Event Management	3
PRLN 2130	Community and Stakeholder Engagement	3
PRLN 2310	Crisis Communications & Issues Management	3
PRLN 2441	Organizational Communications & Culture	3
Breadth Education Courses		
BUSI 1110	Fundamentals of Business in Canada	3
CMNS 1140	Introduction to Professional Communication	3
ENGL 1100	Introduction to University Writing	3
INDG 1100	Introduction to Indigenous Studies	3
PHIL 3033	Business Ethics	3
General Elective		
Select 3 credits from courses at the 1100 level or higher		3
Quantitative Elective		
Select 3 credits from courses with the QUAN attribute ¹		3
Total Credits		60

¹ Each approved quantitative course (<https://calendar.kpu.ca/courses-az/#quantext>) is listed in the University Calendar with the attribute QUAN. Use Course Search (<https://calendar.kpu.ca/course-search/>) to find all courses with a particular Attribute.

Credential Awarded

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

Co-op Requirements

Co-operative Education

The Public Relations diploma is offered with a Co-operative Education option. Co-operative Education gives a student the opportunity to apply the skills gained during academic study in paid, practical work experience semesters. Students can complete two work semesters while completing their diploma. Work semesters alternate with academic study.

Students wishing to enter and participate in the Co-op Option must meet the following requirements:

Declaration and Entrance Requirements

- Currently admitted to the Diploma in Public Relations program.
- Good Academic Standing
- Maximum of 30 credits completed

Work Term and Program Continuance Requirements

Procedures for enrollment in Co-operative Education work terms are outlined in the COOP course descriptions. Conditions for continuance in the co-op option are:

- Successful completion of COOP 1101 prior to completing 30 credits
- Minimum GPA of 2.7
- Instructor Permission

Co-op Course Requirements

The Co-operative Education designation requires successful completion of the following courses:

Code	Title	Credits
COOP 1101	Introduction to Professional and Career Readiness	1
COOP 1150	Co-op Work Semester 1	9
COOP 2150	Co-op Work Semester 2	9
Total Credits		19

Note: COOP courses must be completed in ascending numerical order. COOP courses may be used only to satisfy the Co-op designation and cannot be used to satisfy other curricular requirements of the program.

Additional Requirements

In addition to the requirements stated above, all Co-op students must satisfy the General Co-operative Education Requirements (<https://calendar.kpu.ca/academic-regulations/co-operative-education/>).

Credential Awarded

Upon successful completion of this program with Co-operative Education, students are eligible to receive a **Diploma in Public Relations, Co-operative Education Option**.