

# PUBLIC RELATIONS

To keep pace with rapid changes in the industry, KPU 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 active public relations professionals.

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

During the first year, students concentrate on general knowledge and on developing the basic skills, work habits and attitudes they need to succeed both as students and as PR professionals.

In the second year, students concentrate on further developing what they have learned and applying their public relations skills to a variety of projects for clients, culminating in a one-month work experience in the public relations industry.

During their two years of study, students will:

- Learn about the broad world of media, including print, radio, television and the Internet along with the theory and practices of communications in Canadian society.
- Be introduced to basic concepts and skills of the public relations industry, including: PR writing, design and production; event planning and management; media relations, marketing, publicity, issues management and crisis response; and internal communications within organizations.
- Develop professional attitudes through exposure to the ethical, legal and societal expectations of modern day public relations.
- Develop personal competence through working in group projects, delivering presentations, and hands-on training in computer labs.
- Gain experience in design and management of all the aspects of a special event fundraiser in support of a non-profit organization in the community.
- Gain hands-on experience during a four-week (full time) practicum 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.

Successful applicants may take non discipline specific courses (MRKT 1199 and English courses) prior to entering the program and/or during the summer semester in order to lighten their workload during the term.

Students that successfully complete the KPU Diploma in Public Relations may be eligible for admission into the third-year of the Bachelor of Arts in Professional Communication degree at Royal Roads University with transfer of KPU credits. Students must still apply formally for admission to Royal Roads University, and transfer of credits from KPU is not automatic, nor guaranteed. Conditions for admission to Royal Roads University and block transfer of KPU credits are set by the receiving institution. Details must be confirmed by the student. For information about any transfer credit agreement, see the Royal Roads University website.

**Please visit** [www.kpu.ca/business/programs](http://www.kpu.ca/business/programs) (<http://www.kpu.ca/business/programs/>) **for more information on School of Business programs.**

## Who Studies Public Relations?

Students accepted into the Public Relations program must have a high level of communication skills, both written and verbal. Depending on their background, advanced standing can be granted for work done or skills learned elsewhere.

Perhaps more than any other skill, good writing is critical to the success of public relations professionals. We are looking for students who have a natural flair for writing and a good command of English grammar.

Industry personnel may contact the Program Coordinator to access individual courses of interest without applying for the complete program. Access is determined by permission of the Coordinator and an availability of space.

Note: A lack of basic writing skills or word processing computer skills will hold students back, so applicants are urged to upgrade this area before starting the program.

## Career Opportunities

During the last few years, the job market has exploded for those who are skilled in public relations writing, special event coordination, media relations, issues management, publication layout and production, community relations, and marketing.

The KPU PR Program is known for providing a broad-based educational experience that gives students a solid grounding in all aspects of public relations and corporate communications.

KPU's Public Relations Program graduates experience a high rate of employment in a variety of positions within the field. Examples of employment positions attained by recent graduates include Communications Manager, Media Relations Specialist, Special Events Coordinator, Information Officer, and Public Relations Consultant.

## Programs

- Diploma in Public Relations (<https://calendar.kpu.ca/programs-az/business/public-relations/public-relations-diploma/>)

## Courses

Registration in some course sections is restricted to students in particular programs. See Timetables - [kpu.ca/registration/timetables](http://www.kpu.ca/registration/timetables/) (<http://www.kpu.ca/registration/timetables/>) - for current section information.

Visit the BC Transfer Guide - [bctransferguide.ca](https://www.bctransferguide.ca) (<https://www.bctransferguide.ca/>) - for information about course transfer in B.C.

**PRLN 1120 3 credits****PR Writing Fundamentals**

Students will develop proficiency in public relations writing skills. They will study the principles of public relations writing to help achieve corporate objectives through professional communication on behalf of an organization. Students will study the role of research, objectives, audiences, and channels in public relations writing as well as how to persuade and frame an argument, conduct audience analysis and use Canadian Press Style. They will gain practical experience in writing and designing a corporate newsletter.

Level: UG

Co-requisite(s): PRLN 1140 and PRLN 1141

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**PRLN 1140 3 credits****Digital Applications for Print Media**

Students will learn a variety of computer applications for the production of print-ready communications. They will develop the skills and knowledge needed to generate effective print materials used in the public relations field. Students will work with various Windows-based programs such as MS Office and Adobe Creative Suite to design and print a variety of professional materials.

Level: UG

Co-requisite(s): PRLN 1141

Attributes: ASTR (<https://calendar.kpu.ca/courses-az/#astrtext>), BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**PRLN 1141 3 credits****Visual Design**

Students will study basic design elements and principles involved in creating effective page layout. They will learn about the history and anatomy of typography and how to make good font choices. Students will learn how to critically evaluate and solve design problems using the terminology of design and print production.

Level: UG

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**PRLN 1150 3 credits****Introduction to Public Relations**

Students will learn about public relations including the related activities of public affairs and publicity. They will learn how to formulate communication plans and determine strategic tactics, objectives, target audiences and key messages.

Level: UG

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**PRLN 1210 3 credits****Media Relations**

Students will learn the structure and organization of traditional, electronic, digital and social media and examine the characteristics, benefits, strengths and weaknesses of each media type for specific public relations goals. Students will learn how to work effectively with all types of media and to develop strategies to effectively represent an organization and gain positive unpaid (earned) media coverage. They will create a media list from an actual professional media database, pitch a story idea and create a client media plan.

Level: UG

Prerequisite(s): PRLN 1150

Co-requisite(s): PRLN 1220

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**PRLN 1220 3 credits****Writing for Media Relations**

Students will develop proficiency in the writing of materials in support of media relations activities. They will write news releases, media advisories, backgrounders, profiles and other components of a media kit for both traditional and social media usage. Students will learn to use Canadian Press Style to write engaging and effective approaches aimed at media gatekeepers such as desk editors, producers and bloggers in order to achieve positive unpaid media coverage and publicity for organizations and clients.

Level: UG

Prerequisite(s): PRLN 1120

Co-requisite(s): PRLN 1210

Attributes: ASTR (<https://calendar.kpu.ca/courses-az/#astrtext>), BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**PRLN 1230 1.5 credits****Public Relations Research**

Students will learn qualitative and quantitative research methods and measurement tools as applied to the professional practice of public relations. They will learn various research methods including sampling and survey methods, focus group research, content analysis, and online research. Students will analyze and evaluate applied and academic research studies and will complete a research project.

Level: UG

Prerequisite(s): PRLN 1150

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**PRLN 1236 3 credits****Visual Presentations**

Students will gain practical experience in the planning, design, production and delivery of aspects of multimedia presentations used in the field of public relations. They will study multimedia design theories and apply specific principles to such digital formats as photographs, video, and electronic slides to convey creative ideas and express information effectively. They will learn how to design and produce handouts and/or information packages that reflect repeating elements, both in content and design, used in visual presentations. Students will learn how to critically evaluate the design and application of each of the presentational formats used and how to critique the overall delivery of information.

Level: UG

Prerequisite(s): PRLN 1140 and PRLN 1141

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**PRLN 1250 3 credits****Digital Applications for Electronic Media**

Students will explore the planning, development, production and communication of electronic media content. Students will be introduced to tools and techniques used in the production and authoring of graphics, text, photography, video and sound to design, edit and produce digital and electronic communications used in public relations, marketing and corporate communications.

Level: UG

Prerequisite(s): PRLN 1140 and PRLN 1141

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**PRLN 2150 3 credits****Reputation Management**

At the core of public relations is the management of an organization's reputation. Students will understand reputation management in the organizational context as it affects the corresponding practice of public relations. Students will examine the role of public relations and reputation management through various theories which impact and influence the practice of public relations.

Level: UG

Prerequisite(s): PRLN 1150

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**PRLN 2310 3 credits****Issues Management & Crisis Response**

Students will learn the theory and practice of reputation management for an organization. They will explore how professional communicators handle issues identification, crisis management and stakeholder analysis on behalf of an organization. They will learn how to evaluate communication risks; conduct stakeholder analyses; and prepare plans and strategies to manage communication around issues and crises for both internal and external stakeholders. Students will also focus on managing media relations during a crisis, with special emphasis on the role of the key spokesperson for the organization.

Level: UG

Prerequisite(s): PRLN 1150 and PRLN 1210

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**PRLN 2320 3 credits****Promotional Writing & Design**

Students will learn to plan, budget, write, design and produce printed corporate communications products such as posters, information sheets, flyers, advertorials and fundraising profiles. They will produce polished, audience-directed, professional print communications projects that assist an organization to convey information about corporate goals and programs and build customer, community and public support.

Level: UG

Prerequisite(s): PRLN 1140, PRLN 1141 and PRLN 1250

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**PRLN 2332 3 credits****Event Planning & Sponsorship**

Students will learn the basics of raising charitable donations for a nonprofit organization, with emphasis on special event fundraising, media coverage and volunteer recognition. Students will plan a fundraising event for a nonprofit whereby they conduct meetings with representatives of the organization to determine venue, theme, activities and timing. They will plan the creative and production aspects of the event, which will be implemented in PRLN 2432 Event Production & Management in the spring term.

Level: UG

Prerequisite(s): PRLN 1150 and PRLN 1210

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**PRLN 2338 3 credits****Advanced Visual Design**

Students will build upon their knowledge of visual design and refine their ability to apply advanced typography and page layout principles to class projects. Students will further develop analytical skills to produce and evaluate effective design strategies and demonstrate the importance of design thinking to business success. Students will identify current areas of strength and prepare and maintain a print portfolio of their best design work.

Level: UG

Prerequisite(s): PRLN 1140, PRLN 1141, PRLN 1236 and PRLN 1250

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**PRLN 2345 3 credits****Introduction to Fundraising & Development**

Students will examine the basics of fundraising and development for non-profit organizations, foundations and charities. They will examine the principles and strategic issues in fundraising; the role of the development officer; and the nature of fundraising campaigns. Students will develop an understanding of annual, capital and special project fundraising as well as how to work effectively with non-profit volunteer boards.

Level: UG

Prerequisite(s): 30 credits from courses at the 1100 level or higher

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**PRLN 2350 3 credits****Publicity & Promotion**

Students will explore the tools, techniques, methodologies and best practices of marketing communications campaigns for a wide variety of organizations including profit and non-profit organizations. Students will also examine various corporate and marketing communication products such as posters, information sheets, flyers, advertorials and fundraising profiles to convey information about corporate goals programs.

Level: UG

Prerequisite(s): PRLN 1150

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**PRLN 2432 3 credits****Event Production & Management**

Students will work with a client and implement the client-approved event proposal. They will learn to work as a team to organize, publicize, stage and manage a special event for a non-profit organization planned in a previous semester in PRLN 2332 Event Planning and Sponsorship.

Level: UG

Prerequisite(s): PRLN 2332

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**PRLN 2441 3 credits****Organizational Communications**

Students will learn the techniques and strategies for creating and managing communications on behalf of an organization with employees and other audiences defined as internal to the organization. They will study how to design and produce effective professional communications plans, programs, policies and tools to effectively communicate corporate messages, promote employee engagement & productivity and create a positive organizational culture.

Level: UG

Prerequisite(s): PRLN 1150

Attributes: ASTR (<https://calendar.kpu.ca/courses-az/#astrtext>), BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**PRLN 2455 3 credits**

**Creative Services Consulting**

Students will learn how to establish a consulting company to gain contract and freelance project work in a creative services field such as public relations, corporate communications, marketing communications or graphic design. They will explore current concepts, theories and practical skills related to the establishment and marketing of a creative services consulting business. Students will examine business, marketing, ethical, legal and professional considerations specific to creative service businesses, agencies and consultancies.

Level: UG

Prerequisite(s): PRLN 1120, PRLN 1140, PRLN 1141, PRLN 1150, PRLN 1210, PRLN 1220, and PRLN 1230.

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**PRLN 2477 3 credits**

**PR Practicum**

Students will apply the skills and knowledge of professional public relations practice by securing, with instructor guidance and approval, an unpaid practicum of four weeks on-site in a professional communications environment. They will demonstrate mastery of the full range of PR competencies gained in the PR Diploma Program through tasks completed while working full-time, five days a week, for a minimum of 30 hours a week, for four weeks within the PR industry with consideration given to the student's interests, skills and personal suitability as well as the needs of both the student and the sponsor employer.

Level: UG

Prerequisite(s): Both (a) PRLN 1220, PRLN 1230, PRLN 2310, PRLN 2332, PRLN 2338 and PRLN 2350 and (b) PRLN 2320 OR PRLN 2150.

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**PRLN 2478 1.5 credits**

**Professional Readiness**

Students will learn the techniques and practices of preparing for work opportunities in a professional and/or creative services field. They will analyze job postings and produce effective cover letters, resumes, and requests for informational interviews. They will design and organize a professional portfolio and learn to effectively present the portfolio to an employer. Students will practice professional networking skills and gain skills in handling employment interviews. They will examine the employment market for their chosen field and discuss plans for a practicum/job search.

Level: UG

Prerequisite(s): Both (a) PRLN 1220, PRLN 1230, PRLN 2310, PRLN 2332, PRLN 2338 and PRLN 2350 and (b) PRLN 2320 or PRLN 2150.

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**PRLN 3010 3 credits**

**Ethics of Communication**

Students will examine ethical challenges that arise in the careers of organizational communications, marketing, business and public relations professionals. Students will explore the ethical codes of professional associations governing the practice of business communications. They will examine leadership roles for communicators in shaping ethical futures for profit and non-profit organizations.

Level: UG

Prerequisite(s): 30 credits from courses at the 1100 level or higher

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)