Diploma in Public Relations and Communications Management

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Career and Professional Development
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Improve your career prospects

The full details of the program, admission requirements, and admission procedures summarized in this document can be found in the School of Continuing Studies’ current course calendar. If there are any discrepancies between the course calendar and this summary, the information in the course calendar takes precedence in all cases. McGill University reserves the right to change this information at any time.
Looking for a Career in Public Relations?

If you are a strategist, a planner, and above all, an effective communicator, you will find a public relations career both inspiring and rewarding. Joining the world of professional public relations can offer you an opportunity to learn about and help guide the success of organizations in many fields.

Organizations, whether in the private, public or not-for profit sector, are facing an increasing need to communicate strategically with their stakeholders – employees, media, local community, shareholders, government regulators and many others on whom their success, even existence, depends. Transparency is being demanded publicly in governance, financial reporting, social responsibility, and client services, to name but a few.

As a Public Relations Professional you will build relationships with these stakeholders. Using the information you gain, you will advise the organization’s management on how best to earn cooperation and support from these groups. Your tools may be many and varied, depending on the type of organization, but will often include website content creation and management, social media tracking, news releases, employee newsletters, speeches for senior management, or position papers for industry or government hearings. You may be called upon to manage events such as employee presentations, annual meetings, news conferences, on-line briefings, tours, and public displays.

How can a McGill University’s School of Continuing Studies program prepare you for a career in Public Relations?

This diploma program is intended for those wishing to pursue a career in public relations and communications, those whose management responsibilities include PR/communications, or those already working in the field who would like to further their academic background. Students gain knowledge in a range of specializations that will help them build their careers in the consulting, corporate or not-for-profit sectors. Material is updated regularly to include new technology and emerging issues. While skills are taught, major emphasis is placed on the strategic aspects of public relations.

The Diploma in Public Relations and Communications Management is both student-oriented and professionally based. Student-oriented, because students participate with instructors in the design of the program and courses. Professionally based, because its content is kept up to date with best practices in industry, and is frequently augmented by ongoing research in communications studies. Diploma students will be trained for a career in the practice and/or management of the public relations/communications function within an organization or as a consultant.

If you have public relations and communications experience, you will have a chance to hone your skills and to explore new areas of practice at greater depth. If you are new to the field, you will acquire broad-based general knowledge of an exciting and rapidly growing profession. You will have opportunities to discuss communications strategies with practitioners from a variety of industry sectors and to work on real public relations cases. By the time you have completed the program, you will have an in-depth overview of the major practice areas, considerable hands-on experience, and a solid resource network.
Which of McGill’s Public Relations and Communications Management programs is for you?

Which of the McGill offerings in Public Relations and Communications Management programs is right for me?

Do you have a Bachelor’s Degree?

NO

Certificate in Public Relations and Communications Management [30 credits]

YES

Do you have a Bachelor’s degree and Is your CGPA* 3.0/4.0 or above?

NO

Certificate in Public Relations and Communications Management [30 credits]

YES

Have you received a Bachelor’s Degree of Commerce (or equivalent)?

NO

Diploma in Public Relations and Communications Management [30 credits]

YES

Diploma in Public Relations and Communications Management [30 credits]

Graduate Certificate in Public Relations and Communications Management** [15 credits]

Note: *CGPA = Cumulative Grade Point Average

**Program designed for Managers.
The Program

The Diploma in Public Relations and Communications Management a 30 credit program which consists of 10 courses.

The diploma’s program requirements are:

7 Required courses (21 credits):

CPRL 510     Fundamentals of Public Relations
CPRL 520     Applied Public Relations Communication
CPRL 530     Internal Stakeholder Communication
CPRL 531     Media Context and Applications
CPRL 535     Public Opinion and Public Policy
CPRL 540     Communication Planning
CPRL 541     Ethics in Public Relations

3 Complementary courses from (9 credits):

1 to 2 courses from the following (3 to 6 credits):
CPRL 533    Communications in the Corporate Sector
CPRL 534    Communications in the Not-For-Profit Sector

1 to 2 courses from the following (3 to 6 credits):
CGM2 510      Project Management: Tools & Techniques
CMIS 530      Web Analytics for Internet Business
CMIS 542      Strategic Internet Marketing
CMIS 544      Social Media Marketing and Technology
CMR2 542      Marketing Principles and Applications
CORG 551      Behaviour in Organizations
CPRL 515      Fund-raising and Philanthropy
CPRL 532      Public Relations Event Management
CPRL 590      Topics in Public Relations

Or any other 500 graduate level course offered through Career and Professional Development and approved by the department.

Important Note:

This program is Effective as of Fall 2012.

If you were admitted PRIOR to Fall 2012, please follow the STUDY PLAN which you were provided with at the time of your admission.
To obtain information on course offerings, please refer to the interactive timetable at https://cce.mcgill.ca/timetable/D_PRCM_PMC.htm
Course Descriptions

CGM2 510 Project Management: Tools & Techniques (3 credits)
Pre-requisites: None

Focus on main concepts and theories of project management from initiation to close-out. Topics include: project life cycle, planning, scheduling, implementing, monitoring, controlling, close-out and ethics. The concepts presented apply to projects of various sizes, types and degrees of complexity.

CMR2 542 Marketing Principles and Applications (3 credits)
Pre-requisites: None

Covers the different aspects of marketing operations: the marketing concept, the analysis and research of market opportunities, the planning, implementation, and control of the marketing program (Product, Promotion, Distribution, and Pricing). The course focuses on Canadian market environment and Canadian marketing institutions. Lectures and case studies on an individual basis and/or involving team work will be used.

CMIS 530 Web Analytics for Internet Business (3 credits)
Pre-requisites: None

Understanding of the web analytics terminology. Fundamental techniques for measuring a website's success and effectiveness. Analyze web visitor traffic and data to meet a website's objectives and to improve online marketing.

CMIS 542 Strategic Internet Marketing (3 credits)
Pre-requisites: None

Introduction to electronic marketplaces and their evolving role in e-business focusing predominantly on the use of general and vertical marketplaces by businesses. Social media marketing including new channels of marketing, advertising and communication will also be discussed.

CMIS 544 Social Media Marketing and Technology (3 credits)
Pre-requisites: None

Examines the use of social media in business, new channels of marketing, advertising and communication that make up the social media space, leveraging marketing channels for optimal results. Utilizes case studies and lab exercises from large corporations and small business to provide hands-on experience and real-world examples.

CORG 551 Behaviour in Organizations (3 credits)
Pre-requisites: None

The implications for management and the essential concepts of social psychology such as motivation, perception, attitude change and organization. Group and organizational dynamics will be the major emphasis of the course. Classroom discussion and student participation is encouraged.

CPRL 510 Fundamentals of Public Relations (3 credits)
Co-requisites: CPRL 520 Applied Public Relations Communication

Survey and history of public relations practice, its various sub-specialties and its role in the organizational structure. Theories of communication and applications of theoretical knowledge in the field. Recent trends and best practices in both private and not-for-profit sectors. Professional ethics and associations.
CPRL 515 Fund-Raising and Philanthropy (3 credits)
Pre-requisites: None

The organization as donor and as fund-raiser. Social, legal and regulatory context of fund-raising and corporate giving. Role and structure of foundations, government agencies and other donor organizations. Corporate community support. Fund-raising campaigns (planning and methods), donor relations, working with volunteer leadership, information management, ethics and accountability.

CPRL 520 Applied Public Relations Communication (3 credits)
Co-requisite: CPRL 510 Fundamentals of Public Relations

Identification, analysis and solution of communication problems in a variety of public relations contexts. Emphasis on planning, audience, research, content, effectiveness, language, editing and design of communication tools. Practical approaches to print and Internet communication, oral presentations, and writing for media.

CPRL 530 Internal Stakeholder Communication (3 credits)
Co-requisites: CPRL 510 Fundamentals of Public Relations and CPRL 520 Applied Public Relations Communication

Communication with the full range of internal stakeholders, including employees, management, Board, volunteers and foundations, as well as audiences specific to the organization such as patients, students, members, etc. Topics include organizational culture, labour relations, mobilization of stakeholders and issues/change management (i.e. mergers, acquisitions, partnerships).

CPRL 531 Media Context and Applications (3 credits)
Co-requisites: CPRL 510 Fundamentals of Public Relations and CPRL 520 Applied Public Relations Communication

Context in which media operate (regulation, ownership, practical constraints). Building relationships with journalists. Media theory and current trends in media uses and technology. Strategies and tools for communicating through media, including message development, spokesperson training and media events. Crisis and risk communications.

CPRL 532 Public Relations Event Management (3 credits)
Pre-requisites: None

Management of events in support of strategic organizational objectives for relations with investors, clients, employees, government, media or community. Special events as part of public awareness or fund-raising programs. Topics include planning, budgeting, financial support, logistics, protocol, working with suppliers and partners, promotion and evaluation.

CPRL 533 Communications in the Corporate Sector (3 credits)
Pre-requisites: CPRL 510 Fundamentals of Public Relations and CPRL 520 Applied Public Relations Communication

This course will provide exposure to issues and functions essential for practice in the corporate sector, issues management, crisis communications, financial communications, branding and reputation management, as well as communications related to mergers and acquisitions. It will also provide the basic financial literacy necessary for any communications management professional.
### CPRL 534 Communications in the Not-For Profit Sector

**Pre-requisites:** CPRL 510 Fundamentals of Public Relations and CPRL 520 Applied Public Relations Communication

This course will provide exposure to issues and stakeholders important to not-for-profit organizations: NGOs, charitable foundations, cultural organizations, health and education institutions and community organizations. It will cover socio-political issues affecting these organizations as well as planning and methods for communications with donors, volunteers, regulators, funding agencies and corporate partners.

### CPRL 535 Public Opinion and Public Policy

**Co-requisite:** CPRL 531 Media Context and Applications

Government relations for organizations, at both the political and public service level, including lobbying, advocacy, and regulatory issues. Coalition building. Public opinion from a variety of angles, such as research methods and theory, as well as its relation to government and to information media. Media and democracy.

### CPRL 540 Communication Planning

**Pre-requisites:** CPRL 530 Internal Stakeholder Communication and CPRL 535 Public Opinion and Public Policy

Communication plans in real situations. Topics include environmental scanning, audits, strategy and implementation of plan, including timelines, budgeting, working with suppliers and consulting skills. Emphasis on evaluation and return on investment of communication.

### CPRL 541 Ethics in Public Relations

**Co-requisites:** CPRL 510 Fundamentals of Public Relations and CPRL 520 Applied Public Relations Communication

Public relations practitioner’s role and influence in the ethical organization: corporate social responsibility, laws and regulations on governance, and public accountability. Legal and ethical behaviour related to sustainable development and globalization. The ethical public relations practitioner: professionalism, codes of ethics, issues in practice.

### CPRL 590 Topics in Public Relations

**Pre-requisites:** CPRL 530 Internal Stakeholder Communication and CPRL 531 Media Context and Applications or permission of the Department.

Specialized course covering an advanced topic in the public relations management area selected from current issues or themes in literature. (Content will vary from year to year).
If you have any general questions about the professional practice of public relations or what type of jobs you can expect to find, you can contact the professional associations in the field by logging onto their websites.

**Canadian Public Relations Society (CPRS)**
Website: [http://www.cprs.ca](http://www.cprs.ca)
Telephone: (416) 239-7034

**Société québécoise des professionnels en relations publiques (SQPRP, a member society of the Canadian Public Relations Society Inc. – CPRS)**
This association recognizes McGill’s public relations programs. Students interested in membership or further information about the organization should contact SQPRP:

4316 boul. St-Laurent, Suite 200
Montréal, QC H2W 1Z3
Website: [http://www.sqprp.ca](http://www.sqprp.ca)
E-mail: info@sqprp.ca
Telephone: (514) 845-4441
Fax: (514) 842-4886

**The International Association of Business Communicators (IABC)**
The Montreal chapter of IABC recognizes McGill’s public relations programs. For more information on IABC membership or the association, please visit their website: [http://montreal.iabc.com](http://montreal.iabc.com) or contact VP Membership, Rodrigo Lima, at (514) 904-4083.
Admission Requirements

1. Students must hold an undergraduate degree from a recognized university as approved by Ministère des Relations avec les citoyens et l’immigration (MRCI) with a cumulative grade point average (CGPA) of 3.0/4.0 or a CGPA of 3.2/4.0 for the last two full-time academic years.

2. If your CGPA is lower than the above requirement, please submit the following for consideration with your application, official transcript.

   a. Letter of Intent: A letter, 1 to 2 pages in length single-spaced, written in English or French, which addresses the following:
      ▪ basis for interest in the program;
      ▪ your knowledge that would be pertinent to the program;
      ▪ your interest in the field of study and the reasons for applying to our program
      ▪ plans for integrating the training into your current or future career;
      ▪ a description of your professional experience and its relevance, if applicable, to the program
      ▪ awards received or other contributions;
      ▪ any additional information relevant to your application.

   b. Curriculum Vitae

   c. Two Letters of Reference: At least one should be from a current or former employer.

   d. GMAT and/or GRE Test Score Results (optional): Submit a copy of the official test score results.

Students are expected to have a working knowledge of word processing and spreadsheets.

Students with a Bachelor’s degree in Commerce (or equivalent) may be able to enroll for a graduate certificate. For more information, please visit: http://www.mcgill.ca/continuingstudies/prospective-students/apply/graduate-programs
Admissions Procedures

How to APPLY to the Diploma in Public Relations Management?

Please follow the steps below:

STEP 1:
- Go to http://www.mcgill.ca/continuingstudies/
  Click on “Apply”
  Click on “Graduate Programs”

STEP 2:
- **Verify** on the “Apply for Admission to a Program” page, the “Application Deadlines” for Canadian/Permanent Residents or International Students to ensure that you submit your application before the term deadline.

STEP 3:
- **Review your Admission Requirements:** Once you have checked your application against all the requirements, you will be ready to apply to the program.
  - Before you proceed you will need:
    A valid **email address** and a **credit card** (Visa, MasterCard or American Express).

STEP 4:
- Once you are ready to apply online:
  - Click on **“Click here now”** to bring you to the Application for Admission page.
  - Click on the red bold **“Apply Now”** on the Application for Admission page.
  (Do **not** apply through “uApply” link).
  - Fill in the login information on the “Admissions Login” page and the Biographical Information.
  - On the “Apply for Admission” page, fill in the information requested.
  - **NOTE:** When asked: “What are you applying for at McGill”, click on “Continuing Studies”
  - Select the program you are applying to on the “Program Choice Selection” page.
  - Continue to fill in the remainder of the application. (All sections to be completed are indicated in the textbox on the left hand side of the screen).

STEP 5:
- Once you have applied online, you will receive a confirmation email providing you with a McGill ID number and a 6-character **PIN (Personal Identification Number).**
- You will need to use this information to log into MINERVA (www.mcgill.ca/minerva) (McGill’s web-based information system for students) so that you can upload documents required for admission and follow-up on your status of your application.
STEP 6:

- Once your application has been received and you have access to your Minerva account, you will be able to upload your supporting documentation, including a copy of transcripts. (A copy of your transcript with confirmation of degree awarded and date of graduation).

- Uploading your documents will speed up your application process and is strongly recommended.

- For instructions on how to proceed, please go to: [www.mcgill.ca/applying/submitting-your-documents/uploadingdocuments/](http://www.mcgill.ca/applying/submitting-your-documents/uploadingdocuments/)

  (If you are unable to upload the documents, you can send them by regular mail or bring them in person to our Client Services office at the address above).

STEP 7:

- Sending official transcripts: All transcripts received via the upload process are considered unofficial. If transcripts are required for your application, you will also need to have any official transcripts sent directly to the School by mail, in a sealed envelope by the educational institution(s) where you studied.

**What is an Official Transcript?**

If you have studied at an institution:

- In Canada or the United States – you will need to request a copy of your official transcripts (your marks) from that institution which the institution will mail to the address below in a sealed envelope with the official institution’s logo.

- Outside of Canada or the United States, - you will need to request a copy of your official transcripts (your marks) from that institution which the institution will mail to the address below in a sealed envelope with the official institution’s logo.

  **Note:** In cases where the language of instruction at the institution is not English or French, you must also send an official translation of the official transcript certified by a representative from the Orde des traducteurs, terminologues et interprètes agréés du Québec (OTTIAQ - [http://ottiaq.org/](http://ottiaq.org/)).

- You need to request official transcripts as soon as possible once your application has been submitted to the School of Continuing Studies. Your Educational Institution must then mail these directly to the appropriate office below:

  **Client Services c/o Admissions**
  McGill University – School of Continuing Studies
  688 Sherbrooke Street West, Room 1125
  Montreal, QC
  Canada, H3A 3R1
• **Important:** You must make sure you apply by the application deadline. However, if you have any outstanding supporting documents at the time of your application, you may upload them as they become available or forward them directly to the School of Continuing Studies as soon as possible. Your admission application will only be completed once the School has received all of the required documents.

• **Note:** All required documents received by McGill University School of Continuing Studies become the property of the university. Official documents and/or transcripts will not be returned to the applicant.

• **Note:** Transcripts received by McGill University’s School of Continuing Studies cannot be transferred to any other department or program as it would constitute submitting a new application. Therefore, you must submit a new sealed envelope of your official transcripts for each application made to McGill University’s School of Continuing Studies.
Language Requirements

- The language of instruction for most courses and programs at McGill is English; however, students may submit any written work that is to be graded in English or French, except in cases where knowledge of the language is one of the objectives of the course.

- Applicants must demonstrate an adequate level of proficiency in English prior to admission, regardless of citizenship status or country of origin. McGill University has this language requirement in place to ensure that all students are provided with the opportunity to succeed in their chosen program.

- In all cases, the University reserves the right to require proof of English proficiency if it is deemed necessary. For additional information, please click on the link below.

http://www.mcgill.ca/continuingstudies/current-students/academic-policies/language-policy

Exemption by Examination

Students admitted to a Certificate, Graduate Certificate or Diploma program requiring a pre-requisite or co-requisite course, must provide proof that they have taken an equivalent 3 credit course, at the appropriate level elsewhere or successfully completed the Exemption by Examination test. Otherwise the student must register for the course.

- Please note that the Exemption by Examination test is not applicable to required or complementary course(s) within a program.

- You cannot take the Exemption by Examination test if you have already attempted the course (a grade of W is considered as have attempted the course).

- If you are unsuccessful in the Exemption by Examination test(s) you will not be permitted to repeat the test(s) and must instead enroll in the course(s) for which the particular test(s) was taken.

You must be admitted into a program or have applied to a program to be eligible to write the Exemption by Examination test. (The test is optional).

For more information on how to obtain a course exemption by means of a challenge exam, please consult the Exemption by Examination form available on our website at:

http://www.mcgill.ca/continuingstudies/prospective-students/apply/exemption-examination
Student Awards and Financial Aid

Note: The amount and number of McGill University’s School of Continuing Studies Bursaries, Scholarships, and Graduating Prizes issued varies from year to year, depending on funds received and their specifications.

McGill University’s School of Continuing Studies Bursaries
The School of Continuing Studies will post the application form and eligibility requirements for the active term on its website. Please refer to link below for further information.


McGill University’s School of Continuing Studies Scholarships
For a list of McGill Scholarships, please consult the McGill School of Continuing Studies website by clicking on the link below.


McGill University’s School of Continuing Studies Graduating Prizes
For a list of McGill SCS Graduating Prizes, please consult the McGill School of Continuing Studies website by clicking on the link below.

http://www.mcgill.ca/continuingstudies/current-students/graduating-students/awards