



Graduate Certificate in Public Relations Management

Looking for more Public Relations/Communications know-how?

If you are a manager who is frequently called upon to take on or supervise public relations and communications functions in your organization and have a Bachelor's degree, the Graduate Certificate in Public Relations Management (PRM) is designed for you. This program will provide you with specialized public relations management knowledge to enhance your career prospects.

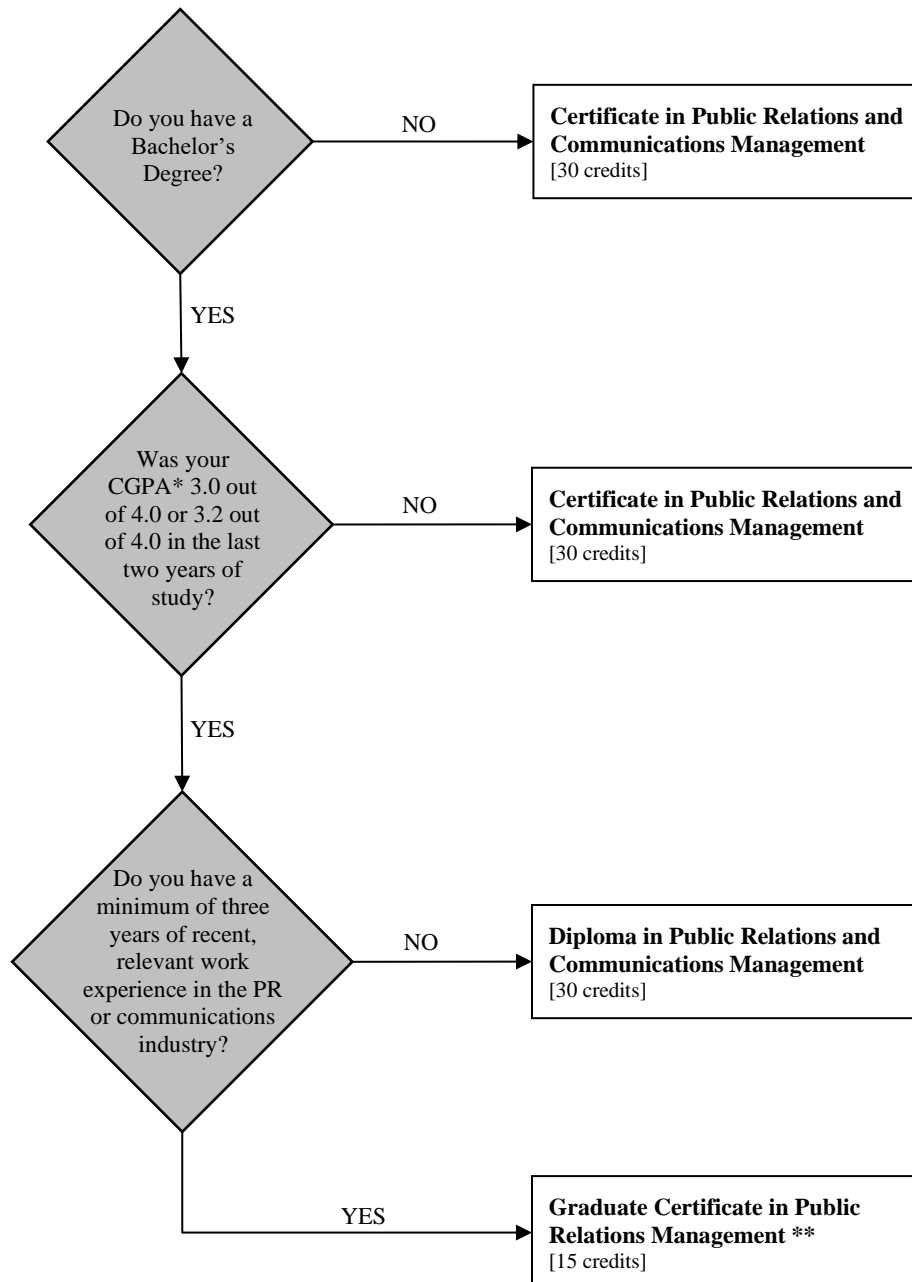
Organizations, whether in the private, public or not-for profit sector, are facing an increasing need to communicate strategically with their stakeholders – employees, media, local community, shareholders, government regulators and many others on whom their success, even existence, depends. Transparency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

Managers who are able to understand communication principles and the rapidly evolving context of their organization's stakeholders are better placed to participate in strategy and planning. They can use their strong communication knowledge and techniques to earn cooperation and support from a wide range of groups.

How can a McGill's PR Programs prepare you for more responsibility in your organization's communications strategy?

The Graduate Certificate in Public Relations Management program offers students an opportunity to gain knowledge in the fundamental and most frequently applied areas of specialization in public relations, either to enhance their communication effectiveness or because they need to supervise or work closely with communicators in their workplace. While some skills are taught, major emphasis is placed on the strategic aspects of public relations. Students intending to follow a public relations career are advised to take the Diploma in Public Relations Management in order to equip themselves more fully for professional practice. Concentration courses in the Diploma program are the same ones offered to career-track PR students, giving management students the opportunity to share their learning experience with future public relations professionals. In addition, instructors are all experienced, active practitioners in the field who will introduce students to guest speakers and real projects from a wide range of industry sectors.

Which of McGill's Public Relations Management programs is for you?



Note: *CGPA = Cumulative Grade Point Average
** Program designed for Managers.

The Program

The Graduate Certificate in Public Relations Management is a 15-credit program, which consists of four required three-credit courses and one three-credit complementary courses.

The graduate certificate's program requirements are:

4 Required courses (12 credits):

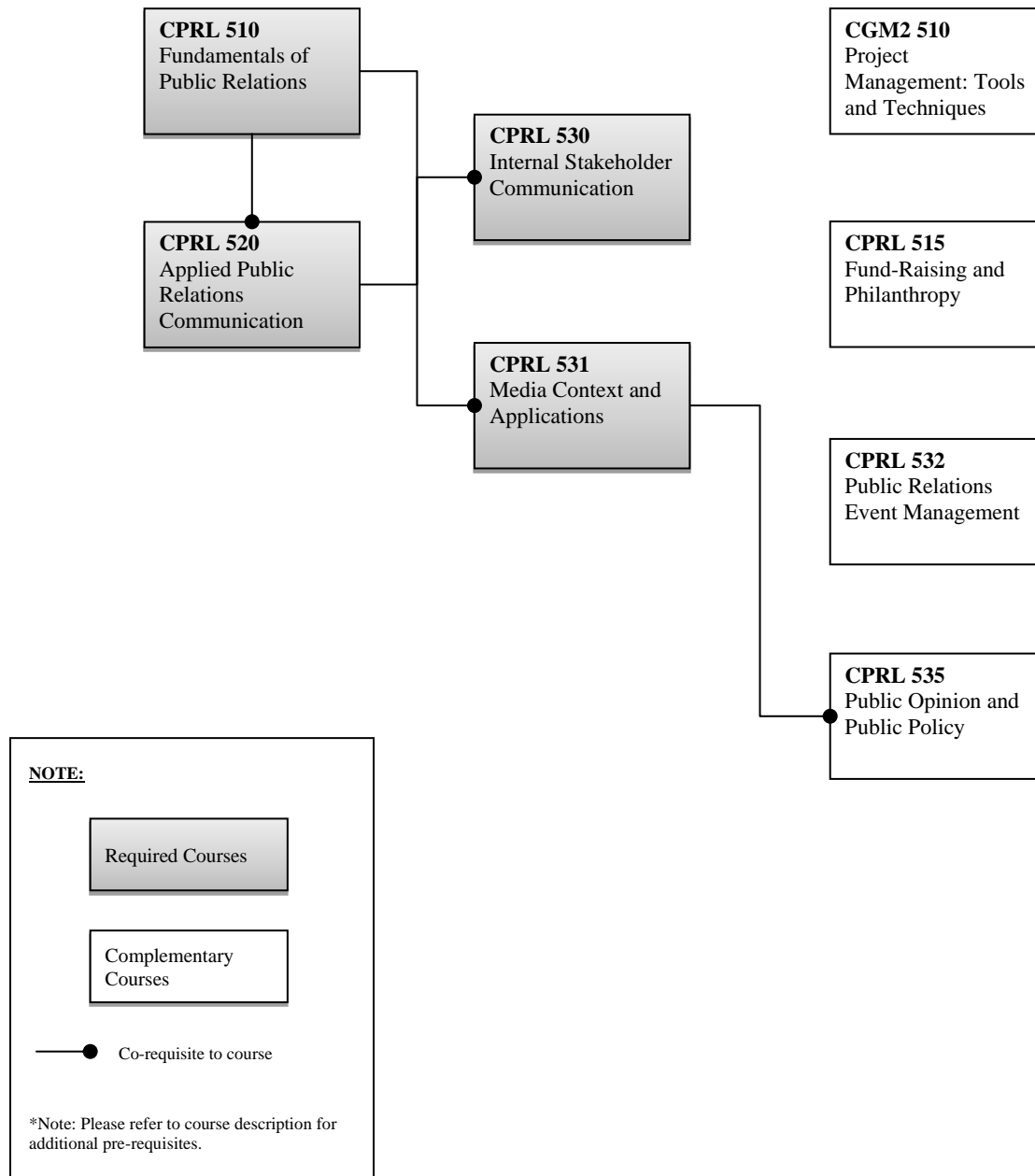
- CPRL 510 Fundamentals of Public Relations
- CPRL 520 Applied Public Relations Communication
- CPRL 530 Internal Stakeholder Communication
- CPRL 531 Media Context and Applications

1 Complementary course from (3 credits):

- CGM2 510 Project Management: Tools & Techniques
- CPRL 515 Fund-Raising and Philanthropy
- CPRL 532 Public Relations Event Management
- CPRL 535 Public Opinion and Public Policy

Course Sequence

Graduate Certificate in Public Relations Management



To obtain information on course offerings, please refer to the interactive timetable at:
<https://cce.mcgill.ca/itimetable/cpd/ProgramDetails/85>

Course Descriptions

CGM2 510 Project Management: Tools and Techniques (3 credits)

Pre-requisite: 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.

CPRL 510 Fundamentals of Public Relations (3 credits)

Pre-requisite: None

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-requisite: None

The organization as donor and 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

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.

Note: Given in a workshop setting, this course will allow students to improve their skills through practice, instructor feedback and peer evaluation. Owing to the nature of the subject matter, assignments must be submitted in English.

CPRL 530 Internal Stakeholder Communication (3 credits)

Co-requisite: CPRL 510 and CPRL 520

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-requisite: CPRL 510 and CPRL 520

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-requisite: None

Management of events in support of 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, promotions and evaluation.

CPRL 535 Public Opinion and Public Policy**(3 credits)**

Co-requisite: CPRL 531

How organizations, voters, media and interest groups work to influence public policy, and how the efforts of each affect the others. Government relations at the political and public service level, including lobbying, advocacy, and regulatory issues. Coalition building. Public opinion research methods and theory. Media and democracy.

Admission Requirements

1. Applicants must meet the following requirements:
 - a. must have a Bachelor's Degree in any discipline (or equivalent). The minimum CGPA required in the Bachelor's degree is 3.0 out of 4.0; or a minimum CGPA of 3.2 out of 4.0 in the equivalent of the last two years of full-time university-level academic studies.
 - b. A minimum of three years recent, relevant work experience in public relations or the communications industry.

2. **Curriculum Vitae**

3. **Two Letters of Reference**

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

Admission Procedures

STEP 1: PREPARE

1. Choose the program (certificate, diploma, graduate certificate or graduate diploma) you would like to apply to.
2. Verify the **Application Deadlines** to ensure that you submit your application in time.
3. Ensure you have a valid email address and credit card on hand to pay for the application fee (Visa, Master Card or America Express).
4. From the **list of programs**, click on the program you would like to apply to.
5. Review the admission requirements for the program to ensure you meet the criteria.
6. Ensure you have all necessary documentations required for your application as indicated in the “Documents Required” section.

STEP 2: APPLY

1. Click “Apply Now” at the top of the program page or go to <https://mcgill.ca/x/4Um> and click “Apply Now”.
2. If you have a Login ID and PIN, enter them now, or if not, create one and log in.
3. Click on “Begin New”.
4. Enter the information requested and click “Continue”.
5. When asked, “What are you applying for at McGill?”, click on “Continuing Studies”.
6. On the next page, select the program you would like to apply to.
7. Complete the rest of the application with all required information and submit.
8. You will receive a confirmation email providing you with a McGill ID number and a PIN. Within 24-48 hours, you will be able to log in to **Minerva** (www.mcgill.ca/minerva).

STEP 3: UPLOAD SUPPORTING DOCUMENTS

Once you have access to Minerva, upload your supporting documentation as per the admission requirements of your chosen program.

- Uploading your documents will speed up your application process and is strongly recommended.
- For instructions on how to proceed, please go to: <https://mcgill.ca/continuingstudies/legal-documents>.

(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 below).

- **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 McGill University by mail, in a sealed envelope by the educational institution(s) where you studied.

STEP 4: VERIFY ADMISSION STATUS

Once a decision has been made, admitted students will receive a “Letter of Admission” along with registration instructions.

Difficulty Applying Online?

If you have any problems with your online application, or if you have questions regarding admission requirement and procedures, contact Client Services (<https://www.mcgill.ca/continuingstudies/client-services>).

Helpful Tips for Applying

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 **Ordre des traducteurs, terminologues et interprètes agréés du Québec (OTTIAQ - <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 H3A 3R1
Canada

- **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 University has received all of the required documents.
- **Note:** All required documents received by McGill University’s 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 University 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.

<https://www.mcgill.ca/continuingstudies/language-policy>

Exemption by Examination

Students admitted to a Certificate, Diploma, Graduate Certificate or Graduate Diploma program requiring a pre-requisite or co-requisite course, must provide proof that they have taken and successfully passed an equivalent 3-credit course, with the requisite grade as per McGill University's requirements, at the appropriate level at another approved institution or have successfully completed the Exemption by Examination test.

- 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.

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

For more information visit: <https://www.mcgill.ca/continuingstudies/recognition-prior-learning>

Student Awards and Financial Aid

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.

<https://www.mcgill.ca/continuingstudies/student-awards-and-financial-aid>

McGill University's School of Continuing Studies Scholarships

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

<https://www.mcgill.ca/continuingstudies/student-awards-and-financial-aid>

McGill University's School of Continuing Studies Graduating Prizes

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

<https://www.mcgill.ca/continuingstudies/graduating-students>

Aide financière aux études (AFE)

As a credit-bearing program, this program is eligible for financial aid through the Quebec Government.

<https://www.quebec.ca/education/aide-financiere-aux-etudes/>

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.

Contact

McGill University
School of Continuing Studies

688, Sherbrooke St. West, Suite 1140
Montreal, QC, H3A 3R1

Program information

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