



PROGRAM DESCRIPTION

- Creative individuals come to this profession from diverse backgrounds – from business to non-profit, fitness and the arts. What they have in common are good judgment, excellent communication skills, problem-solving abilities, and enthusiasm for motivating others
- Learning takes place in smaller classes with dedicated and experienced faculty
- Students learn to write clear, targeted communications materials that deliver messages persuasively
- Get the skills to create effective messages; build relationships with media and stakeholders; plan special events; write and research communications materials; market for corporate and non-profit; deliver persuasive presentations; prepare for media interviews; and handle crisis situations
- Gain in-demand new media skills, including social media and graphics creation
- Prepare for success with job search and networking skills
- Visit our blog at loyalistpr.com

APPROXIMATE COSTS (2013-2014)

Domestic Tuition/Ancillary Fees: \$3,659 (two semesters)

Consumables Fee: \$275

Books and Supplies: \$350

Additional costs, such as travel and parking, may be incurred during placements

ADMISSION REQUIREMENTS

- A diploma or a degree from a recognized college or university
- Applicants with significant related work experience will be considered for entry based on a review of their demonstrated competencies and academic credentials
- For more information and updates please see loyalistcollege.com

LOYALIST

LOYALIST COLLEGE

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loyalistcollege.com



PURE PUBLIC RELATIONS



PUBLIC RELATIONS



Contact: pure@loyalistc.on.ca

PROGRAM LENGTH

One-Year Ontario College Post-Graduate Certificate

HIGHLIGHTS

- The demand for public relations professionals with specialized communications skills is on the rise
- Average entry-level salaries for Ontario graduates exceed \$37,000
- Students are prepared for dynamic opportunities working behind the scenes, in front of the media, or interacting with clients
- An exciting four-week field placement provides valuable industry contacts and the opportunity for future employment
- Many jobs offer extensive opportunities for travel

CAREER OPPORTUNITIES

- Public relations professionals are increasingly in demand as employers recognize the value of effective message creation and delivery to maintain a solid reputation
- Graduates find positions working directly with clients, in public relations firms, and working for government, hospitals, schools, businesses, advocacy groups and non-governmental organizations (NGOs). Typical job functions for entry-level employees include writing news releases, organizing interviews and news conferences, creating visual presentations, and planning special events
- There are varied opportunities as a PR specialist, promotions manager, fundraising coordinator, media relations specialist, public affairs expert, publicist, lobbyist and campaign manager
- Public Relations students automatically obtain student membership in both the Canadian Public Relations Society (CPRS) and the International Association of Business Communicators (IABC)



OUR GRADS GET GREAT JOBS

Jays Care Foundation – Public Relations Assistant
Canadian Wildlife Federation – Public Relations Officer
Ottawa Tourism – Communications Coordinator
Ipsos Reid – Research Analyst
Instigator Communications – Account Executive
Ripley's Aquarium of Canada – Public Relations Associate
Quinte Conservation – Community Events Coordinator
Toronto FC – Coordinator of Media/Public Relations

Average starting salary: \$35,000 - \$39,999†

†2011-12 academic year. Source: Employment Profile 2012 Provincial Report (Ministry of Training, Colleges and Universities)

