



#### SPORTS AND ENTERTAINMENT SALES AND MARKETING

##### Public Relations

One-year post-graduate certificate: [pure@loyalistc.on.ca](mailto:pure@loyalistc.on.ca)

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 with clients, in public relations firms, and working for government, hospitals, schools, businesses, advocacy groups and non-governmental organizations (NGOs). Many jobs offer extensive opportunities for travel. An exciting four-week field placement provides valuable industry contacts and the opportunity for future employment.

##### Sports and Entertainment Sales and Marketing

One-year post-graduate certificate: [sesm@loyalistc.on.ca](mailto:sesm@loyalistc.on.ca)

Professionals in this exciting field work with sporting organizations, entertainment complexes and the non-profit sector. Starting salaries for graduates range from \$38,000 to \$52,000. Learn in intensive role-play scenarios. Students complete three full-day job shadows with teams such as the Ottawa Senators, Toronto Blue Jays, Kingston Frontenacs, Peterborough Petes and the Detroit Red Wings. A four-month field placement in the second semester provides extensive practical experience and the opportunity to graduate into a job.

##### Sports Journalism

One-year post-graduate certificate: [spjn@loyalistc.on.ca](mailto:spjn@loyalistc.on.ca)

Students develop skills in reporting, interviewing, editing, shooting, researching and writing, with an emphasis on radio and TV. Practical hands-on experience prepares graduates for positions as producers, announcers, writers, researchers, videographers and editors. Right from the start of the program, gain on-air experience at the College radio station, 91X FM, and College television newscasts. Then, put your skills to work with a 140-hour field placement prior to graduation.

# LOYALIST

##### LOYALIST COLLEGE

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ENHANCED BAKING FOR COOKS



## POST-GRADUATE PROGRAMS AT LOYALIST



SPORTS JOURNALISM





# POST-GRADUATE PROGRAMS



HUMAN RESOURCES MANAGEMENT

## Enhanced Baking for Cooks

14-week post-graduate certificate: [ebfc@loyalistc.on.ca](mailto:ebfc@loyalistc.on.ca)

Culinary Management diploma graduates and Red Seal cooks can take their baking and pastry skills to the next level with enhanced production and presentation skills including advanced breads, yeast doughs and cookie varieties; cakes and French pastries; cheesecakes, mousses, creams and sauces; chocolate and confections; wedding and special occasion cakes; frozen desserts; and healthy baking. The unique program delivers two full semesters in just 14 weeks, from **May to August**.

## Fundraising and Development

One-year post-graduate certificate: [fdpg@loyalistc.on.ca](mailto:fdpg@loyalistc.on.ca)

As organizations compete for limited financial resources, fundraising and development professionals are increasingly in demand. There are career opportunities in institutions of all shapes and sizes, including more than 160,000 not-for-profit organizations in Canada alone. You can specialize as a prospect researcher, campaign manager, outreach and constituent development manager, grant writer or new media specialist. A four-week placement with a charitable or not-for-profit agency at the end of classes provides hands-on experience – and can often lead to employment.

## Human Resources Management

One-year post-graduate certificate: [hprg@loyalistc.on.ca](mailto:hprg@loyalistc.on.ca)

Successful business is all about people management. Human resource management professionals help guide organizations with sound practices – hiring the right people, training personnel to be effective, and developing strategies to motivate individuals and teams. All courses are approved for credit toward nationally recognized designation as a certified Human Resources Professional (CHRP). A four-week field placement in the program provides valuable industry contacts and practical HR management experience. Enrol in **January or September**.



FUNDRAISING AND DEVELOPMENT

## THE POST-GRAD ADVANTAGE

- Earn your certificate in less than a year
- Build on what you've learned at university or college
- Get the practical skills and knowledge employers need, based on advice from professionals working in the field
- Apply your learning on the job with intensive placement opportunities
- Make valuable connections



PUBLIC RELATIONS