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[Back to Program Page](#)

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Bachelor of Public Relations

Honours Degree

Program Code: 22221

Campus: Lakeshore

Length: 8 semesters

Are you easily bored and always looking for your next challenge?

Do you love spending time on creative projects like organizing events, shooting videos, taking photos, writing stories or creating content?

This dynamic, growing field is ideal for people looking for exciting work where no two days are the same.

In public relations, we help to manage the reputation of our company and build strong relationships within our surrounding community.

Skills in public relations are needed in the corporate, agency, government and the non-profit sectors. Our program will prepare you for success in any of these sectors.

Our courses cover a broad spectrum of public relations skills. You'll write stories, shoot videos, create podcasts and learn how to manage social media.

And, at the core of this program is the writing. By the time you graduate, you'll have developed the strong writing skills that Humber College is known for.

When it comes time to finding your first job, Humber's reputation as one of Canada's leading public relations schools will make you a highly sought-after candidate.

According to the 2019-2020 KPI Graduate and Employer Satisfaction Survey, 100% of our graduates found full-time employment within 6 months of graduation.

The Bachelor of Public Relations program at Humber is a fully accredited degree, so you may also choose to pursue education at a university.

Students will gain practical, hands-on experience in the industry by completing a mandatory field experience in the summer between semesters 4 and 5.

Courses

Semester 1

MSCP 1000: Writing 1: Media Writing Fundamentals

MSCP 1003: Social Media 1

MSCP 1501: Photography Fundamentals

PBRL 1001: Introduction to Public Relations

Select 1 from the following courses

DEGE: Degree Breadth Elective

Semester 2

MSCP 1001: Video and Audio Content Creation

MSCP 1002: Writing 2: Writing to Deadline

MSCP 1502: Multiplatform Storytelling 1

MSCP 1503: Communications Law and Ethics

Select 1 from the following courses

DEGE: Degree Breadth Elective

Semester 3

MSTU 1005: Communications Theories and Models

PBRL 2002: Writing Lab 3: PR Writing

PBRL 2004: Business Fundamentals

RSMT 1500: Quantitative Research Methods

Select 1 from the following courses

DEGE: Degree Breadth Elective

Semester 4

MKT 1501: Integrated Marketing Communications

MSTU 2000: Media Relations

PBRL 1501: Presentation Skills

PBRL 2502: Writing Lab 4: PR Writing in the Marketing Mix

Select 1 from the following courses

DEGE: Degree Breadth Elective

Semester 5

BUS 3510: Public Affairs & Government Relations

MGT 3000: Event Management

PBRL 2500: Internal Communications

PBRL 3002: Writing Lab 5: Writing for the Organization

PBRL 3503: Professional Practice

Select 1 from the following courses

DEGE: Degree Breadth Elective

Semester 6

BUS 3010: Entrepreneurial and Consulting Skills for PR Professionals

PBRL 2001: Strategic Communications Planning

PBRL 2501: Public Relations Research Methods