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[Public Relations](#)

[Advanced Diploma](#)

[Program Code: 04761](#)

[Campus: Lakeshore](#)

[Length: 6 semesters](#)

Humber College's Public Relations advanced diploma (PRD) is the standard for public relations programs in Canada. The program

What sets PRD apart is the common first semester which exposes students to complementary communications disciplines: advert

PRD prepares students for this demanding, deadline-driven career through foundational courses and practical, hands-on experien

Students will participate in a mandatory field experience in their final semester of study. After completing a field experience prepar

Courses

Semester 1

Select 1 from the following courses

GNED 101:

MDCP 100: Introduction to Media Studies

MDCP 101: Innovative Design

MDCP 102: Web Design

MDCP 103: Communication Skills

MDCP 104: Digital Imaging

WRIT 100: College Reading and Writing Skills

Semester 2

PRD 113: Public Relations Writing Lab A

PRD 114: Public Relations Presentation Skills

PRD 115: Introduction to Public Relations

PRD 158: Social and Digital Media

WRIT 200: Workplace Writing Skills

Select 1 from the following courses

GNED: General Elective

Semester 3

PRD 159: Strategic Communications Planning

PRD 160: Marketing Communications

PRD 161: Public Relations Writing Lab B

PRD 220: Analytics: Digital Media

PRD 323: Public Relations in Not-for-Profit Environment

Select 1 from the following courses

GNED: General Elective

Semester 4

PRD 215: Public Relations Writing Lab C

PRD 216: Research for Public Relations

PRD 251: Corporate and International Public Relations

PRD 254: Media Relations

PRD 255: PR Events

Select 1 from the following courses

GNED: General Elective

Semester 5

PRD 217: Public Affairs Introduction

PRD 252: Public Relations Writing Lab D

PRD 318: Professional Practice

PRD 321: Public Relations Agency

PRD 328: Issues Management

Semester 6

PRD 350: Field Experience - Public Relations DA

Admission Requirements

Admission selection is based on the following 3 requirements:

. Academic

To be eligible for admission, you must possess the following:

Ontario Secondary School Diploma (OSSD) or equivalent including these required courses:

Grade 12 English (ENG4C or ENG4U or equivalent)