Public Relations and Event Management

Ontario College Graduate Certificate (1 Year - 2 Semesters) (2170)
705.759.6700 : 1.800.461.2260 : www.saultcollege.ca : Sault Ste. Marie, ON, Canada

PROGRAM OVERVIEW

The program combines key skills and practical experience in both public relations and event management activities. It has the potential of increasing your employment opportunities with private and public sector organizations looking for well-trained public relations professionals who have the added skill set of event management expertise.

In eight short months, students in this program will learn successful public relations strategies and receive training in media relations, presentation skills, issues management and effective writing instruction. Public relations training will be combined with expert instruction in all facets of planning, executing and analyzing corporate and fundraising events. Guest speakers who are well-known in their respective fields further enhance the curriculum covered. Work placements near the end of the program will give students hands-on experience in the real world of public relations and managing events to further round out their studies prior to graduation. Potential employers recognize the value of hiring graduates of this program who can fill the important dual roles of public relations and event management within their organization.

PROGRAM OUTCOMES

A graduate of the Sault College Public Relations and Event Management Program will reliably demonstrate the ability to:

1. coordinate and contribute to the planning of public relations activities, including the development of clear, measurable communication objectives and project or tactical budgets and selection of strategies, tactics, tools and resources to manage a range of stakeholder relationships and issues and achieve organization objectives.
2. coordinate and contribute to and adapt the implementation of strategies and tactics and the management of budgets and resources to achieve communication objectives and meet activity guidelines and requirements
3. write and edit clear, accurate, targeted copy aligned to organizational objectives, appropriate for the chosen channel(s) and to a specified deadline
4. produce effective, accessible, and timely print, digital and multimedia communications, independently and collaboratively, to manage specific stakeholder relations and/or issues and achieve organizational objectives.
5. use research and analytical skills to guide the development of communication objectives and public relations activities, evaluate their impact, and support organizational objectives and stakeholder relationships
6. engage stakeholders by adapting language, tone and presentation style to the public relations purpose, situation, audience and channel(s).
7. comply with and support others to work in accordance with relevant professional association and industry codes of ethics, public relations professional standards and practices, and legal obligations, protocols and policies.
8. monitor emerging social and economic trends, and local, national and global issues to guide the planning and implementation of public relations strategies and tactics and support organizational
effectiveness, stakeholder relationships and ongoing personal professional development.

9. assess the selection and implications of current emerging technologies on the quality and delivery of public relations activities and on organizational effectiveness.

10. select strategies and tools to build and manage stakeholder relationships to support public relations activities, organizational objectives and career development.

Reference


ADMISSIONS

MINIMUM ACADEMIC REQUIREMENTS

Ontario College Diploma, Ontario College Advanced Diploma, University Degree or equivalent in a related program of study.

ACADEMIC RECOMMENDATIONS

Where formal post-secondary English is lacking, the minimum level of English acceptable is Grade 12 College Level English or Equivalent.

CAREER PATHS

Graduates of the Public Relations and Event Management program will be able to provide potential employers with two in-demand skill sets in a strong marketplace.

Graduates roles could include corporate spokesperson, media relations, issues management, community relations, event management, government affairs, publicity and promotion, sponsorship and fund raising. Recent studies in the public relations industry indicate a continuing demand over the next several years for PR staff in business, charitable and non-profit organizations, and government at all three levels. This ongoing demand is combined with the fact many senior PR practitioners will be retiring from the industry in the next five years creating further job opportunities. Graduates will be well positioned to work towards professional accreditation from the Canadian Public Relations Society (CPRS) or the International Association of Business Communicators (IABC)

MANDATORY FEES

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These fees are for the 2020-2021 academic year (year 1 of study) and are subject to change. Please visit your Student Portal to view your Schedule of Fees.
OTHER INFORMATION

September and January intakes are available for this program. Please contact the Registrar’s Office for further information.

For more information please contact Natasha Colak at 705-759-2554 Ext: 2828 or via email at Natasha.Colak@saultcollege.ca.

PROGRAM OF STUDY

SEMESTER 1
PEM101-4 Professional Ethics
PEM103-4 Public Relations Writing - Lab 1
PEM105-6 Event Logistics and Special Events
PEM106-4 Media Relations/Social Media
PEM107-4 Public Relations Strategies

SEMESTER 2
PEM200-4 Marketing of Events
PEM201-4 Research as a P. R. and Event Tool
PEM202-4 Sponsorship and Fundraising
PEM203-6 Public Relations Writing - Lab 2
PEM205-3 Field Placement
PEM206-4 Community and Stakeholder Relations

Course Descriptions

Semester 1

Professional Ethics (PEM101) (4 credits)

This course focuses on the important role of professional ethics in all aspects of public relations and event management. Students will study the ethical standards established by the Canadian Public Relations Society (CPRS) and the International Association of Business Communicators (IABC) and learn how to apply those standards in public relations case studies as well as in-class PR scenarios.

Public Relations Writing - Lab 1 (PEM103) (4 credits)

This introductory course will provide detailed instruction on the development of key PR and event documents including news releases, fact sheets, backgrounders and event plans. Students will learn the strategic role each these documents play in supporting PR and event initiatives.

Event Logistics and Special Events (PEM105) (6 credits)

This course will provide the student with an understanding of how organizations use special events as an integral part of their overall public relations and marketing strategy and as an organizational tool. This course provides the student with the skill set necessary to plan, execute and measure special events. The course will examine each phase of a successful event which includes developing a theme/concept, building a comprehensive event plan and steps involved in planning and executing successful events. The focus is on event project management skills that needed to research, design, plan, market, coordinate and evaluate. Special emphasis will be placed on the critical role public relations plays throughout the event management process. The students will examine the individual mechanics for these types of events and
develop Public Relations objectives (SMART) to successfully position the event for delivering on its strategic plans.

**Media Relations/Social Media (PEM106) (4 credits)**

This course will examine the role of the media in public relations strategies and how to develop positive and effective media relations through a clear understanding of the needs and requirements of the media. The course will provide students with training in the Path of Least Resistance method of media relations with case studies and real life scenarios from the days headlines. Students will learn how to plan and execute a news conference taking into account all of the logistical details and potential issues. The course will also study the growing influence of the social media on media relations programs, and the relationship between mainstream media and twitter and blog world. Students will examine how organizations can utilize the social media as a communications and issues management tool while creating an awareness of the dangers and pitfalls of social media use. Students will receive hands-on experience in developing a social media strategy to support a classroom public relations project.

**Public Relations Strategies (PEM107) (4 credits)**

This course will provide students with the history and development of public relations as a key operational component in organizations. Students will be provided with an opportunity to understand and create various public relations strategies aimed at reactively and proactively supporting the needs of their company, institution or organization. Students will gain an awareness of the importance of public relations planning within an organization through increased awareness of the organizations image, positive benefits to the community and stakeholders, and the management of issues. The course will provide students with the opportunity to examine and discuss real life examples of effective public relations strategies, and strategies that have failed. Students will gain an understanding of the critical role that events management plays in supporting all public relations strategies and planning.

**Semester 2**

**Marketing of Events (PEM200) (4 credits)**

Students will learn how to create a buzz in the community through innovative marketing plans designed to support corporate and stakeholder events. This course will lead students through the basic principles of what motivates the general public to attend and support events. The course will show students how to successfully market corporate, charitable and community events while meeting the goals and objectives of the Public Relations plan.

**Research as a P. R. and Event Tool (PEM201) (4 credits)**

This course will take students through qualitative and quantitative research processes and how they can be used as a valuable tool in all aspects of public relations and event management. Students will plan and conduct a focus group session with college students on assigned topics and learn how to utilize public opinion polling to support PR and event strategies. Research is a fundamental tool in the PR and event planning processes.

**Sponsorship and Fundraising (PEM202) (4 credits)**

Sponsorship programs and fund-raising activities depend heavily on successful public relations and event management strategies to reach their goals. Students will learn how to identify and motivate donors and will be responsible for planning and executing an actual fund-raising event on behalf of a local charity. Instruction will be also provided on seeking out sponsorship of events and development of strategic sponsorship guidelines.

**Public Relations Writing - Lab 2 (PEM203) (6 credits)**
This writing course takes students to the next level of writing proficiency, following up on the first semester writing lab. This course will also introduce students to the basics of desktop publishing and will prepare them to become corporate spokespersons through presentation skills training. Students will develop individual presentations on selected topics and address their classmates with powerpoint support.

**Field Placement (PEM205) (3 credits)**

The last four weeks of the Public Relations and Event Management program will have students placed with local organizations, institutions, businesses and charitable groups to provide public relations and event management support in a real-life setting. Past placements have included police departments, hospitals, boards of education, chambers of commerce and government offices.

**Community and Stakeholder Relations (PEM206) (4 credits)**

This course will provide students with an understanding of the importance of community and stakeholder relations in building, supporting and improving an organizations image. Students will learn to identify key stakeholder groups that need to be addressed in public relations and event plans. The course will examine specific strategies to build strong long-term relationships with community and stakeholder groups and will include in-class lectures by professionals in the field of community relations. Students will learn how to incorporate sponsored events into the stakeholder strategies to provided added value to public relations plans.