Program Fact Sheet  
Public Relations and Event Management

**PROGRAM:**  Public Relations and Event Management

**CODE:**  2170  
**ACADEMIC START DATE:**  September 8, 2020  
**ACADEMIC END DATE:**  April 30, 2021  
**LENGTH:**  2 Semesters

**BREAKS:**  
Thanksgiving - October 12, 2020  
Christmas Break - December 18 2020 - January 10, 2021  
Family Day - February 15, 2021  
Winter Study Break - March 15 - 19, 2021  
Good Friday - April 2, 2021

**TUITION FEES:**  
Please see fee section on program site

**ANCILLARY FEES/OTHER FEES:**  
Please see fee section on program site

(*Includes CO-OP, Field Camp, Other - ** includes CO-OP)

**PAYMENT DEADLINE:**  
Fall 2020 - Deposit due June 15, 2020  
Fall 2020 - Balance due August 14, 2020  
Winter 2021 - Fees due December 4, 2020

**PARKING FEES:**  (Prices subject to change):  
Per Semester $120.00(+ tax)  
Per Year $225 (+ tax)  
Daily Coin Lot $5.00 per entry  
Monthly Permits $40.00 (+ tax)

**BOOKS:**  (Approx. costs):  
Fall 2020 - $660  
Winter 2021 - $400

**MISCELLANEOUS SUPPLIES:**  
Approx. $30.00 per semester

**KPI STUDENT SATISFACTION RATE:**

**KPI GRADUATION RATE:**

**KPI GRADUATE EMPLOYMENT RATE:**

**TYPICAL EMPLOYMENT:**  
Educational institutions, hospitals and health facilities, banks, insurance companies, government offices, public corporations, Crown corporations, retail establishment, not-for-profit organizations.

**EMPLOYMENT TITLES:**  
Corporate spokesperson, media relations, issues management, community relations, event management, government affairs, publicity and promotion, Sponsorship and fundraising.

**TYPE OF CERTIFICATION:**  
Ontario College Graduate Certificate

**PROGRAM DESCRIPTION:**

Students will learn successful public relations strategies and receive training in media relations, presentation skills, issues management and effective writing instruction. The public relations training will be combined with expert instruction in all facets of planning, executing and analyzing corporate events. Students will complete a 4-week work placement. Field placements give students “hands-on” experience in the real world of public relations and managing events. Potential employers will recognize the value of hiring graduates of this program who can fill the important dual roles of public relations and event management.

**ENTRANCE REQUIREMENT:**

University Degree or College Diploma in a related area of study (as determined by the College) or equivalent. Recommendation: Where formal post-secondary English is lacking, the minimum level of English acceptable is Grade 12 College Level English (ENG4C) or equivalent.

**OTHER INFORMATION:**

For more information visit the Sault College website http://www.saultcollege.ca/Programs or contact the Program Coordinator; John Cavaliere at 705-759-2554, Ext. 2764 or at John.Cavaliere@saultcollege.ca or the Academic Assistant, Nicole LaCroix at Nicole.LaCroix@saultcollege.ca or 705-759-2554 ext. 2432.

Updated April 2020