

FACULTY OF ANIMATION, ARTS & DESIGN

Public Relations – Corporate Communications

Sheridan emphasizes the creative, critical and strategic skills prized by employers in corporate communications and public relations.

94%

Employer Satisfaction*
with the knowledge and skills that our graduates possess.

Ontario College Graduate Certificate

Program Code: PPRCC

Full-Time | Trafalgar Road Campus | 1 yr (2 semesters)



Master practical and theoretical aspects of business communication.

Making statements that matter

Can corporate communications be considered an art form? That's how Sheridan approaches the subject. It's a unique approach among business communications programs, and it produces student work that stands out. The courses in this program feature hands-on, project-based assignments. You'll be working for real-world clients, not just doing classroom exercises.

Hands-on, project-based assignments

- Write persuasive and informative copy for internal and external publications, news releases, conference presentations, speeches and public service announcements.
- Express yourself in a variety of public forums such as media interviews and news conferences.
- Create websites, blogs, podcasts, video content, email blasts and other online communications.

Fast-track to employment

It takes less than a year to earn a Public Relations – Corporate Communications graduate certificate from Sheridan. You'll build a portfolio, get real-world experience and master both practical and theoretical aspects of business communications. You'll spend the last five weeks of the program in an onsite job placement, working with professionals.

Admission Requirements

Program Eligibility

- Postsecondary diploma or degree.
and/or
- Previous work and/or educational experience in the communications field.

Applicant Selection

Eligible applicants will be selected on the combination of the following:

Previous academic achievement and/or demonstrated experience

and

A portfolio, which includes:

- Written statement of intent
- Three writing samples (published or unpublished)
- Résumé (including computer skills and volunteer work)

The statement of intent should argue the applicant's suitability for a profession in corporate communications and outline business/work experiences, and personal/professional goals. Students are expected to meet high copy editing standards

An applicant assessment fee will be applied.

Postsecondary transcripts indicating courses completed to date must be submitted to ontariocolleges.ca at the time of application.

Domestic applicants with education outside of Canada must have their transcripts assessed for equivalency through ICAS or WES. A general (document-by-document) or a comprehensive (course-by-course) assessment is required.

Applicants who do not meet the admission requirements for this program will be assessed and advised individually and may be considered for other, related programs.

Refer to the website for full admission requirements.

Career Opportunities

Our recent graduates work in such industries as: health care, education, pharmaceuticals, technology, financial services, manufacturing, retail, and visual and performing arts.

SAMPLE JOB TITLES

Public Relations Specialist

Media Relations Officer

Internal Communications Coordinator

Social Media Coordinator

Senior Writer

Event Planner

Account Manager

Press Agent

Courses

SOME OF THE COURSES YOU CAN EXPECT TO TAKE IN YOUR PROGRAM

Writing for Public Relations

Strategic Communication Planning

Communication Design and Technology

Social Media Technology for PR

Issues and Crisis Management

Special Events Planning

Note: See website for specific terms and course listings.

More information



Website:
sheridancollege.ca



Facebook:
facebook.com/sheridaninstitute



Twitter:
[@sheridancollege](https://twitter.com/sheridancollege)



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There's no better way to get a sense of Sheridan than with a personal visit. Book a tour and see for yourself!



tours.sheridancollege.ca