

## Public Relations – Corporate Communications



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Ontario College Graduate Certificate | 1 year  
Trafalgar Campus (Oakville)



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.

# Career opportunities

Public Relations and Corporate Communications professionals are needed across industries — in health care, education, pharmaceuticals, technology, financial services, manufacturing, retail, visual and performing arts and many more.

## Sample careers include:

- Communications Adviser
- Community Engagement Coordinator
- Public Relations Coordinator
- Communications Assistant
- Marketing and Communications Specialist
- Social Media & Influencer Marketing Specialist
- Fundraising and Events Coordinator
- Campaign Coordinator

# 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

# Admission requirements

## Program eligibility

- Postsecondary 3-year advanced diploma or
  - Postsecondary 3- or 4-year degree or higher
- Or
- Postsecondary 2-year diploma\* and/or
  - Demonstrated competence through educational experience and/or related work experience in the communications field.\*

## Applicant selection

\*Applicants who apply with a postsecondary 2-year diploma or work experience will be requested to submit a supplemental admission requirement (submission). The Office of the Registrar will update your application in the Sheridan Application Portal to let you know if a submission is required.

The submission must include:

- Written statement of intent
- Three writing samples (published or unpublished)
- Resume (detailing related work and/or volunteer experience and computer skills)

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.

## English language proficiency

All applicants whose first language is not English must meet Sheridan's English proficiency requirements.

Refer to the website for full admission requirements.

## How to apply:

5 easy steps

- 1 Find your program
- 2 Check the admission requirements
- 3 Apply online
- 4 Submit your documentation
- 5 Accept your offer

Ready to get started?

[sheridancollege.ca/apply](https://sheridancollege.ca/apply)



# International students

## Find out more about...

- Post-graduation work permit (PGWP) eligibility
- Admission requirements
- English language proficiency requirements
- Fees and financial aid
- Provincial Attestation Letters (PALs)

[sheridancollege.ca/international](https://sheridancollege.ca/international)