

Public Relations – Corporate Communications



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Ontario College Graduate Certificate | 1 year
Trafalgar Road 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



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