

MODEL ROUTE

School:	Communicatios, Media, Arts & Design		Program Number:	617					
Program Title:	Honours Bachelor of Public Relations Management		Credential:	<input type="checkbox"/> Certificate <input type="checkbox"/> Graduate Certificate <input checked="" type="checkbox"/> Degree <input type="checkbox"/> Diploma <input type="checkbox"/> Advanced Diploma					
Program Delivery Mode:	<input checked="" type="checkbox"/> Co-Op <input type="checkbox"/> Online <input type="checkbox"/> Fast Track <input type="checkbox"/> Hybrid <input type="checkbox"/> Non Co-op		Duration :	<input type="checkbox"/> 2 Semesters <input type="checkbox"/> 3 Semesters <input type="checkbox"/> 4 Semesters <input type="checkbox"/> 6 Semesters <input checked="" type="checkbox"/> 8 Semesters					
Campus:	Story Arts Centre								
Intake:	Fall								
Course Code	Course Title	Co/Pre Requisite (Course Code)	Lab Hours	Lecture Hours	Field Placement Hours	Course Delivery ODL=Online BLD=Blended HYB = Hybrid	Total Course Hrs (Lab + Lecture + Field)	Weeks (14)	Total Hours
Semester 1		Fall 2024							
PRM-152	Writing for Public Relations 1			3			3	14	42
BUS-100	Introduction to Business			3			3	14	42
PRM-100	Public Relations			3			3	14	42
PRM-110	Introduction to Media			3			3	14	42
ENG-115	Power of Communications			3			3	14	42
MATH-118*	Mathematics of Finance (if required)			3			3	14	
								Total	210
Semester 2		Winter 2025							
BUS-150	Organizational Behaviour			3			3	14	42
BUS-160	Business Law			3			3	14	42
PRM-150	Introduction to Social Media			3			3	14	42
BUS-130	Principles of Marketing I			3			3	14	42
PRM-160	Statistics for PR			3			3	14	42
								Total	210
Semester 3		Fall 2025							
BUS-200	Corporate Social Responsibility	BUS-100 -P		3			3	14	42
BUS-210	Introduction to Accounting			3			3	14	42
PRM-200	Media Relations	PRM-100-P		3			3	14	42
PRM-310	Writing for Public Relations 2	PRM-152-P		3			3	14	42
REA-215	Fundamentals of Research			3			3	14	42
								Total	210
Semester 4		Winter 2026							
PRM-250	Data and Analytics	PRM-160		3			3	14	42
BUS-300	Project Management			3			3	14	42
GCE-215	Global Citizenship			3			3	14	42
PRM-215	Internal Communications	PRM-100-P		3			3	14	42
PHL-215	Ethics for a Plural World			3			3	14	42
								Total	210
Semester 5		Fall 2026							
BUS-456	Business Research & Analysis	PRM-250-P		3			3	14	42
PRM-300	Advanced Social Media	PRM-150-P		3			3	14	42
PRM-210	Strategic Communications Planning	PRM-100-P, PRM-200, PRM		3			3	14	42
PRM-320	Communications Design			3			3	14	42
LIB/BREADTH	Social Sciences Elective			3			3	14	42
								Total	210
Semester 6		Winter 2027							
PRM-350	Non-Profit Communications	PRM-210-P		3			3	14	42
PRM-360	Investor Relations	PRM-210-P, BUS-210-P		3			3	14	42
PRM-370	Communications Law & Ethics	PRM-100-P, BUS-160-P		3			3	14	42

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Intake:	Fall				

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PRM-420	Practicum Prep (no credit)*	Years 2 & 3		3			3	8	
PRM-380	Public Relations Management	PRM-210-P		3			3	14	42
LIB/BREADTH	Humanities			3			3	14	42
								Total	210

Summer 2027

COOP-222	Co-op Placement	PRM-420-P			35		35	14	490
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Semester 7	Fall 2026								
BUS-400	Introduction to Entrepreneurial Opportunities			3			3	14	42
PRM-450	Communications Research & Measurement	PRM-210-P, REA-215		3			3	14	42
PRM-400	Public Sector Communications	PRM-210-P		3			3	14	42
PRM-410	Advanced PR Writing	PRM-310-P		3			3	14	42
LIB/BREADTH	Arts			3			3	14	42
								Total	210

Semester 8	Winter 2028								
PRM-460	Public Affairs	PRM-370, PRM-400-P		3			3	14	42
PRM-470	Social Media Lab	PRM-300-P		3			3	14	42
PRM-480	Capstone Project	PRM-450-P		3			3	14	42
PRM-490	Issues & Crisis Management	PRM-210-P		3			3	14	42
LIB/BREADTH	Philosophy			3			3	14	42
								Total	210

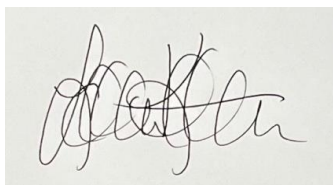
Minimum Grade Required:(D)									
								Total Program Hours:	2170

C = Co-Requisite; P = Pre-Requisite

Notes:

*Course not included in program hours

Signature:



School Dean/Chair

March 22/24

Revised Date

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