

B791 - Public Relations

	AAL	Course Code	Course Title	Course Weight	Delivery			
					In-Person	Hybrid	Online	Clinical
1	1	PBR101	Computer Skills I	3				
2	1	PBR102	Visual Design With Computers	3				
3	1	PBR103	Intro To Public Relations Writing	3				
4	1	PBR104	Intro To Public Relations	3				
5	1	ELEC1030	Choose 1 Elective Course	3				
6	1	PBR207	Public Relations Research Skills	3				
7	1	PBR109	Explorations In Mass Communication	2				
8	2	PBR201	Computer Skills 2	3			x	
9	2	PBR202	Multi Media Convergence	3			x	
10	2	PBR203	Writing Newspapers & Features	3			x	
11	2	PBR204	Media Relations	3			x	
12	2	PBR206	Intro To Marketing	3			x	
13	2	ECE205G	Anti-Oppression In Canadian Society	3			x	
14	2	PBR405	Public Relations Presentation Skills	3			x	
15	3	PBR300	Applied Internship	2				
16	3	PBR302	Writing For Corporate Communications	3				
17	3	PBR303	Organizational Communications	3				
18	3	PBR308	Public Relations Advertising	2				
19	3	BUS600	Mediation & Conflict Resolution	3				
20	3	PBR309	Event Planning And Fundraising	3				
21	3	PBR310	Social Media Content Creation & Technical Skills	2				
22	4	PBR400	Applied Internship II	2			x	
23	4	PBR401	Issues Management & Crisis Response	3			x	
24	4	PBR402	Event Production & Management	3			x	
25	4	PBR403	Ethics And The Media	3			x	
26	4	PBR404	Public Relations Management	3			x	
27	4	ELEC1030	Choose 1 Elective Course	3			x	
28	4	PBR301	Entrepreneurship & Business Practices	2			x	
29	4	PBR407	Social Media Strategies And Analytics	2			x	

* Hybrid is a combination of online and face to face delivery