

# HONOURS BACHELOR OF PUBLIC RELATIONS

The Department of Communication offers an Honours Bachelor in Public Relations. This is a joint program with Algonquin College (in English) and with *La Cité* (in French).

In Canada, there is a high demand in the public relations industry. This career offers you a wide variety of functions and tasks: developing communication plans, strategies, and materials; organizing events; producing visual and online materials; and managing crises. Public relations are ubiquitous in politics, business, NGOs, and the entertainment industry.

There are two ways to complete this degree:

1) Register for the honours bachelor's degree at the University and, after completing 60 units there (four sessions), transfer to Algonquin College to complete the diploma program in public relations. Because of space limitations at Algonquin, the college can only accept 25 students in this stream. Also, you must have an average of at least 70% (CPGA of 6.0 at uOttawa) to be admitted.

2) Start by completing two years in public relations at Algonquin College (you must maintain an average of at least 70%, GPA of 3.0 at the college level) and then transfer to uOttawa to do four more sessions (60 units). The University has no registration limits in this case.

This program is offered in English and in French.

## Program Requirements

Requirements for this program have been modified. Please consult the 2019-2020 calendars (<https://catalogue.uottawa.ca/en/archives/>) for the previous requirements.

### Compulsory courses

CMN 1148	Introduction to Organizational Communication	3 Units
CMN 1160	Introduction to Media Studies	3 Units
ENG 1100	Workshop in Essay Writing	3 Units
CMN 2101	Research Methods in Communication	3 Units
CMN 2130	Interpersonal Communication	3 Units
CMN 2148	Organizational Communication	3 Units
CMN 2160	Theories of the Media	3 Units
CMN 2170	New Media	3 Units
CMN 3102	Quantitative Methods	3 Units
CMN 3103	Qualitative Methods	3 Units
CMN 3105	Media Ethics	3 Units
CMN 3130	Communication Planning	3 Units
CMN 3144	Public Relations	3 Units
CMN 4132	Crisis Communication	3 Units
CMN 4144	Advanced Public Relations Seminar	3 Units

### Optional courses

6 course units in communication (CMN) from:	6 Units
CMN 4105 Ethics and Information Society	
CMN 4131 Negotiation and Mediation	
CMN 4170 Social Uses of New Media	

9 optional course units in communication (CMN) from the list of optional courses	9 Units
60 course units in equivalences for the diploma in Public Relations from Algonquin College	60 Units

**Total: 120 Units**

## List of Optional Courses

CMN 2173	Advertising and Society	3 Units
CMN 2180	Popular Culture and Communication	3 Units
CMN 3133	Political Communication	3 Units
CMN 3148	Organizational Communication Consulting and Training	3 Units
CMN 3155	Public Opinion	3 Units
CMN 3165	Media Industries	3 Units
CMN 3174	Advertising Techniques	3 Units
CMN 4100	Special Issues	3 Units
CMN 4129	Communication and Change in Organizations	3 Units
CMN 4131	Negotiation and Mediation	3 Units
CMN 4148	Communication in Governmental Organizations	3 Units
CMN 4166	Audience Research	3 Units