

## Pathways to the Profession Course Framework

PR Theory and Practices	Management Theory and Practice	Personal and Group Competencies	Applied / Integrative Practice	Pathways Level
<p>Introduction to PR and CM theory, principles and practices</p> <p>Communications theories Writing for PR Communications tools overview</p> <p>Introductory media relations</p> <p>Tactical communications and special event planning</p>	<p>Introduction to ethical decision making</p> <p>Introduction to advertising, web design and social media</p> <p>Software tools and applications</p>	<p>Group and team work</p> <p>Management of self Critical thinking</p>	<p>Applied and experiential projects as part of course work</p>	<p><b>Level 1</b></p> <p>Technical Pathway</p>
<p>The theory and practice of PR and CM</p> <p>Media relations</p> <p>Communications planning</p> <p>Communications tools and production</p> <p>New and social media</p>	<p>Basic research and evaluations</p> <p>Ethics</p> <p>Introduction to management</p> <p>Basic financial management including budgeting</p> <p>Organization development</p> <p>Basics of project</p>	<p>Theory of groups Team charter process Effective business communications</p> <p>Time management</p>	<p>Case studies</p> <p>Co-op, work term or internships</p> <p>Mentorships and learning from external experts</p>	<p><b>Level 2</b></p> <p>Career Pathway</p>

<p>Strategic communications planning Issues management Crisis management Reputation management Principles of persuasion Stakeholder relations Advocacy</p>	<p>Financial management for PR Corporate social responsibility Managing team processes Business ethics Public opinion Internal and external consulting skills</p>	<p>Managing and leading teams Current events and media literacy</p>	<p>Case studies Work experience</p>	<p><b>Level 3</b> Management Pathway</p>
<p>Managing the PR function Stakeholder management Reputation management Areas of specialization including investor relations, government relations and public affairs Consulting and collaboration</p>	<p>Organizational policy Financial reporting and accounting Risk management PERT analysis Strategic planning Operational planning Principles of influence Strategic management Corporate social responsibility</p>	<p>Internal consulting Managing change Personal leadership Personal learning planning Motivation Negotiation and conflict management</p>	<p>Ongoing management work experience</p>	<p><b>Level 4</b> Leadership Pathway</p>

**Level 5**

Scholar

Pathway

## **Level 5 – The Scholar Pathway**

Learners at this level have identified an interest in pursuing public relations at the scholarly level, involving a higher level of research, theory and discourse. Learners here are looking for a career in academia rather than as managers of the PR function. While important to note this pathway in this document, there are currently a limited number of Canadian-based opportunities in this track. Therefore, the report will only offer a limited response to program and outcome-based learning.

**Program Outcome 1:** To develop original thought on Canadian PR and CM through research, analysis, and teaching

**Program Outcome 2:** To articulate public relations and communications management as a distinct scholarly discipline

**Program Outcome 3:** To integrate knowledge and perspectives from multiple relevant disciplines to deepen and broaden understanding of public relations theory and practice