Public Relations - CNF - 51839

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Program Summary

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Purpose of the document

The program summary is the main tool and source for information on the transformed training program according to the skills-based approach.

The goals of the summary for each program are to:

- Compile information on the new program of study using skills-based entry after each stage of program development.

- Create a reference tool for each program that can be quickly updated.

- Provide an orientation tool for program instructors when developing syllabuses.

As a result, this document fosters a program vision by informing program instructors about the exit profile, specific and cross-sectional skills, the program's structure and the division of teaching activities into learning units.

Overview of the program

Program name: Public Relations - CNF

Program code: 51839

Duration of program: 1232

Internship hours: 210

Number of stages: 4

Type of certification: 0 years

Diploma sought:

Access to the training program

Conditions for accessing the labour market

Other specifications

Possible pathways

Exit profile

Graduates from this program are able to support the design and implementation of public relations activities thanks to their skills in research, analysis and planning. Equipped with communication skills, they know how to build and maintain relationships with media outlets and influencers and develop media content that is adapted to both traditional and digital platforms. Responsible, honest and curious, they learn about new trends and follow current events. They set themselves apart through their drive, critical thinking and sense of initiative. Like all learners at La Cité, graduates of the Public Relations program are distinguished by the formal inclusion of the four Cité skills: Entrepreneurial spirit and initiative, Creativity, Engagement and Bilingual Ability.

Language profile

- Do a media review by reading dailies, current events magazines, press clippings and electronic news bulletins to find articles that mention their organization or the main activities of their organization.
- Read assorted communication texts to learn how to conduct a communication audit. Consult several reference sources on the same topic as needed.
- Revise texts written by co-workers, contractors and themselves in order to be sure that the language, content, tone and key messages are suited to the target audience and the purpose of the document. Represent their organization during public events and consultations.
- Answer questions asked by the general public and clients about activities and services.
- Discuss projects, communication plans and approaches for organizing events with co-workers, supervisors and clients.
- Prepare various types of short and long texts (emails, cover letters, communication plans, interviews and reports) to stay informed and to inform various stakeholders.

Language skill 1: Writing Level of French according to FL1 benchmark: Specialized Level of English according to the Canadian Language Benchmarks (CLB): 7-9

- Independently prepare and revise a range of texts of varied length and format dealing with technical and specialized topics while meeting the required

deadlines.

- Use every conjugation mood and tense with ease during complex and specialized situations.
- Apply tense agreement easily to communicate a variety of information and knowledge for a wide audience.
- Be able to easily popularize specialized information and knowledge in order to communicate with various audiences, often live.
- Always be creative when writing texts.
- Readily use a specialized vocabulary to provide detail when expressing actions and ideas based on context, recipient and purpose.
- Have solid self-correction strategies when preparing texts.
- Adapts texts based on the target audience in a variety of language registers and styles.
- Develop detailed, complex and carefully organized ideas in writing.
- Prepare complex and open questions about personal and professional topics.
- Know and always follow the citation and reference standards for consulted documents when doing academic and professional tasks.

Language skill 2: Reading Level of French according to FL1 benchmark: Specialized Level of English according to the Canadian Language Benchmarks (CLB): 7-9

- Independently comprehend varied and specialized texts that use complex syntax and elevated style.
- Understand a specialized vocabulary based on context, recipient and intent.
- Readily understand summaries using various sources of information.
- Use inference to understand and interpret complex and specialized information that spans various parts of the text.
- Either alone or with others, compare the content of readings and research.
- Decipher complex messages and ideas in various texts.

Language skill 3: Oral expression Level of French according to FL1 benchmark: Specialized Level of English according to the Canadian Language Benchmarks (CLB): 7-9

- Use complex syntactic constructions.
- Produce specialized messages with ease for all types of occupations.
- Based on the context and speakers, understand and use all registers of language with ease.
- Readily use a wide range of idiomatic expressions and stylistic devices to enliven the message.
- Anglicisms are not used when speaking.
- Syntax never hinders comprehension.

- Use a range of vocal factors in specialized situations.
- Always speak fluently and clearly.

Language skill 4: Oral comprehension Level of French according to FL1 benchmark: Specialized Level of English according to the Canadian Language Benchmarks (CLB): 7-9

- Always identify sociolinguistic aspects during professional discussions (rule of address and politeness, rapports between generations, sexes, statuses, cultures, social groups).
- Comprehend specialized messages with ease for all types of occupations.
- Spontaneously understand summaries using various sources of information.
- Readily understand varied texts that use elevated style and a variety of idiomatic and cultural expressions (editorials, speeches).

Program skills

Specific skills

1. Help organize public relations and social marketing activities to achieve organizational goals by using planning and assessment tools for a variety of audiences and contexts.

2. Gather environmental intelligence by using relevant research techniques, critical thinking and general knowledge in order to help identify and analyze issues, opportunities or threats.

3. Prepare structured, synthesized and persuasive texts in a pressure-filled environment in order to influence various audiences using data and information.

4. Communicate orally with confidence and proficiency in various contexts, including presentations.

5. Prepare innovative content for various platforms, including digital ones, to inform, influence or motivate different audiences.

6. Develop and maintain professional relationships in accordance with the industry's codes of ethics and professional practices.

Vocational learning outcomes (VLOs)

1. Participate in planning public relations activities, particularly the development of project budgets and clear and measurable communication objectives, as well as selecting strategies, tactics, tools and resources to support a range of relationships with stakeholders, along with organizational objectives.

2. Support the implementation and management of strategies, tactics, budgets and resources for a

range of public relations activities to meet communication objectives and fulfill the instructions and requirements of the activity.

3. Prepare and revise clear, accurate and targeted texts that are suited to the chosen channel* while meeting a particular deadline.

4. Use visual, sound, multimedia and interactive elements, apply basic principles of design and accessibility standards, either independently or in collaboration, to help produce effective communications in a timely manner for various channels* and various audiences.

5. Use information sources, tools and research results, and apply analytical skills in order to help develop communication objectives, select strategies and tactics, and measure the impact of public relations activities.

6. Mobilize stakeholders by adapting the register, tone and style of presentation to the purpose, situation and audience in a public relations context.

7. Perform work and support team members with their work in accordance with the codes of ethics for the industry and relevant professional associations, professional public relations standards and practices, and policies, protocols and legal obligations.

8. Stay aware of emerging social and economic trends, and local, national and global issues in order to inform public relations plans and activities, support organizational effectiveness and relations with stakeholders,* and continuously direct professional development.

9. Select and use current and emerging technologies to support the quality and completion of public relations activities and to support organizational effectiveness.

10. Use strategies and tools to establish and support professional relationships in order to support public relations activities, organizational objectives and professional advancement.

Program structure

Stage 1

Fundamentals of storytelling

Course	Subject	Scale	Course hours
026490	MDI	E60	42

Component	Component hours	Delivery	Capacity
Laboratory	28	On campus	30
Theory	14	On campus	30

By the end of the course, learners will be able to prepare communication texts that use the fundamentals of storytelling in order to develop more advanced communication tools.

Today, storytelling allows companies and non-profit organizations to greatly increase the impact of their communication and marketing by telling authentic and original stories to their target audiences.

A fundamental and key to success in this innovative technique, the writing of simple, effective and relevant texts rests on journalistic writing that involves accuracy, concision and an eye-catching style.

LU 1. Revision of texts

ID 1. Revise texts by using auto-correction practices and a spellchecker to achieve a high level of quality.

Course	Subject	Scale	Course hours
026515	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

By the end of this LU, learners will be able to assess the spelling, syntactical and lexical quality of a text aimed at specific target audience and suggest improvements. These tasks fall to public relations officers early in their career.

The revision of texts is in fact the first stage in developing the skills needed to prepare simple, effective and relevant communication texts.

This course will help learners to understand and implement revision techniques for communication texts and become familiar with a professional spelling correction tool.

The course will focus on two main types of communication texts in particular: the presentation of a company and its missions and the description of a product.

LU 2. Hooking the reader

ID 1. Produce titles and leads, from drafting to revision by co-workers, in order to capture the attention of a target audience.

Course	Subject	Scale	Course hours
026570	MDI	E60	14

Component	Component hours	Delivery	Capacity
Laboratory	14	On campus	30

By the end of this LU, learners will be able to produce titles and leads using the inverted pyramid technique, the most currently used tool, which helps to provide a variety of marketing slogans that are adapted to target audiences and relevant and effective commercial texts to present their company and its products.

Hooking customers using short commercial text in order to influence their behaviour is an essential skill that public relations officers must develop in order to stimulate the purchase of products or even improve the image of their company's brand.

In this course, learners will work in groups to analyze real cases of companies that have used the inverted pyramid technique and create commercial texts themselves.

LU 3. Persuasion through writing

ID 1. Adopt the journalistic style to persuade a target audience.

Course	Subject	Scale	Course hours
026526	MDI	E60	14

Component	Component hours	Delivery	Capacity
Laboratory	14	On campus	30

By the end of this LU, learners will be able to prepare lengthy, authentic, varied and quality content by adopting a genuine journalistic style.

Editorial advertising, blog posts, event announcements … there are many opportunities for young public relations officers to take up their pen or keyboard to prepare convincing texts. In fact, today, with the development of the consumer society, companies and non-profit organizations have a range of communication documents to be used by their target audiences.

In this course, learners will therefore have the opportunity to analyze concrete examples of basic journalistic writing techniques being applied based on the 6W rule. They will then have the opportunity to practise these techniques.

Analysis of current events

Course	Subject	Scale	Course hours
026496	MDI	E60	42

Component	Component hours	Delivery	Capacity

Component	Component hours	Delivery	Capacity
Laboratory	28	On campus	30
Theory	14	On campus	30

By the end of the course, learners will be able to monitor and analyze current events. Learners will be able to comment on them in order to identify the major issues and provide findings or recommendations for positioning or action.

LU 1. Monitoring report - production

ID 1. Produce a media monitoring report in order to provide a portrait of current events and opinions of the general public and influencers.

Course	Subject	Scale	Course hours
026572	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this learning unit, learners will use the monitoring tools used by organizations to monitor news media in the external environment to inventory all the discourse that has circulated about them.

LU 2. Monitoring report - analysis

ID 1. Analyze a monitoring report in order to identify an issue or opportunity and develop recommendations for clients.

Course	Subject	Scale	Course hours
026524	MDI	E60	14

Component	Component hours	Delivery	Capacity
Laboratory	14	On campus	30

In this learning unit, learners will analyze a media package regarding a current event topic for an organization by using the Media Rating Points system to provide a clear picture of media coverage.

LU 3. Monitoring report - recommendations

ID 1. Make recommendations in a briefing note regarding the issue, opportunity or threat identified in the monitoring report.

Course	Subject	Scale	Course hours

Course	Subject	Scale	Course hours
026574	MDI	E60	14

Component	Component hours	Delivery	Capacity
Laboratory	14	On campus	30

In this learning unit, learners will make findings and develop recommendations for positioning or action for an organization regarding a current event topic that directly impacts it. Learners will either rely on an existing report or prepare a report. From the synthesis, analytical elements can be identified that deal with the environment that is external to the organization and they can be submitted in the form of findings and advice about the issues, opportunities or threats that were identified.

Introduction to camerawork

Course	Subject	Scale	Course hours
023761	MDI	E60	42

Component	Component hours	Delivery	Capacity
Theory	42	On campus	12

In this course, learners will be introduced to camerawork to create original and creative works. They will become familiar with how to operate a camera.

LU 1. Operating a camera and exposure settings

ID 1. Handle cameras and their basic equipment.

Course	Subject	Scale	Course hours
025551	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this LU, learners will use the various functions of a DSLR camera to obtain an image that fulfills all exposure settings.

LU 2. Lenses

ID 1. Choose the right focal length for each shot.

Course	Subject	Scale	Course hours

Course	Subject	Scale	Course hours
023906	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this LU, learners will use various lenses according to their characteristics, in various situations, while producing images that adhere to exposure settings.

LU 3. The effects of movement

ID 1. Create various movement effects when taking pictures.

Course	Subject	Scale	Course hours
023910	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this LU, learners will be able to use electronic flashes and their accessories appropriately while adhering to various exposure settings.

Communication research and analysis

Course	Subject	Scale	Course hours
026403	MDI	E60	42

Component	Component hours	Delivery	Capacity
Theory	42	On campus	30

By the end of this course, learners will be able to use qualitative and quantitative research and analysis techniques for a research project in which learners will identify a problem, collect and process data, and present the results.

LU 1. Quantitative and qualitative research techniques

ID 1. Distinguishing between quantitative and qualitative research techniques in communication.

Course	Subject	Scale	Course hours
026436	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

By the end of this learning unit, learners will be able to present a problem that will be the subject of a research project and will select the appropriate quantitative and qualitative research techniques to collect data.

LU 2. Data collection

ID 1. Develop relevant data collection tools in order to complete a research project.

Course	Subject	Scale	Course hours
026448	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

By the end of this learning unit, learners will develop and use relevant data collection tools as part of a research project.

LU 3. Data analysis and diagnostic

ID 1. Analyzing data in order to present the results of the research project.

Course	Subject	Scale	Course hours
026456	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this learning unit, learners will analyze, code and process data collected for a research project and then present the results and conclusions of the research project.

Stage 1 - 1 French course based on placement test

Upgrading - Oral and written communication

Course	Subject	Scale	Course hours
026983	FRA	E60	42

Component	Component hours	Delivery	Capacity
Theory	42	Co-modal	30
		On campus	

This course enables learners to improve their language skills in reading, listening to and writing in French. Learner education is focused on everyday communication situations and sometimes professional tasks. Learners will develop reading and listening strategies to better understand a variety of texts and various simple messages. They will also review grammatical concepts using reference tools to prepare short and sometimes long texts. This upgrading course will enable learners to acquire a level of confidence in reading, listening and writing in French. This is an essential step for learners to better succeed in school and in their social and professional lives.

LU 1. Reading and comprehension strategies

ID 1. Reading and understanding varied texts to perform everyday and professional tasks

Course	Subject	Scale	Course hours
027149	FRA	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this course, learners will develop reading and comprehension strategies using a variety of short and concrete texts in order to complete everyday and sometimes professional tasks.

LU 2. Oral comprehension and listening strategies

ID 1. Understanding a variety of speakers in informal and formal situations

Course	Subject	Scale	Course hours
027162	FRA	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this course, learners will develop their oral comprehension and listening strategies in everyday and sometimes professional communication situations.

LU 3. Writing strategies

ID 1. Writing short and long texts for everyday and professional tasks

Course	Subject	Scale	Course hours
027164	FRA	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this course, learners will develop their writing strategies to write everyday texts.

Oral communication – Functional level

Course	Subject	Scale	Course hours
026985	FRA	E60	42

Component	Component hours	Delivery	Capacity
Theory	42	On campus	30

This course will enable learners to develop how they listen to oral communication to properly understand simple to moderately complex messages during communication activities in both their personal and professional lives. They will also develop communication strategies for oral formulation and interacting with a target audience in professional situations. By the end of the course, learners will be able to communicate orally to demonstrate the ability to apply this skill at a functional level throughout their professional careers.

LU 1. Oral comprehension of simple to moderately complex messages

ID 1. Understanding oral messages during everyday and professional tasks

Course	Subject	Scale	Course hours
027145	FRA	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this course, learners will analyze and interpret simple to moderately complex oral messages to improve their understanding of oral communication in their future profession.

LU 2. Oral formulation of simple to moderately complex messages

ID 1. Creating oral messages to inform or be informed in a professional setting

Course	Subject	Scale	Course hours
027155	FRA	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this course, learners will create concrete and sometimes complex personal and professional oral messages to make themselves understood in their workplace.

LU 3. Interacting with a target audience in a professional setting

ID 1. Interacting with various speakers during professional exchanges

Course	Subject	Scale	Course hours
027158	FRA	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this course, learners will be able to interact orally and easily with others in everyday and professional tasks about familiar, concrete and sometimes abstract topics.

Oral communication – Experienced level

Course	Subject	Scale	Course hours
026987	FRA	E60	42

Component	Component hours	Delivery	Capacity
Theory	42	On campus	30

This course will enable learners to develop their oral communication skills to be competent in the professional interpretation and analysis of complex and technical oral messages in their professional field. They will also develop communication strategies for oral formulation and interacting with a target audience during professional, technical and specialized situations. By the end of the course, learners will be able to communicate orally to demonstrate an experienced level of this skill throughout their professional careers.

LU 1. Analyzing and interpreting complex and technical messages

ID 1. Analyzing and interpreting various professional oral messages

Course	Subject	Scale	Course hours
027146	FRA	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this course, learners will analyze and interpret complex and technical oral messages in order to understand oral messages and interact in their future profession.

LU 2. Oral formulation of complex and technical professional messages

ID 1. Formulate complex and technical professional oral messages

Course	Subject	Scale	Course hours
027157	FRA	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this course, learners will orally create complex and technical professional messages to interact in their workplace in an exemplary manner.

LU 3. Interacting with a target audience during professional, technical and specialized situations

ID 1. Interacting in a professional setting during technical and specialized tasks

Course	Subject	Scale	Course hours
027159	FRA	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this course, learners will interact with a target audience in professional, technical and specialized situations in order to advance in their profession.

Stage 2

Website management

Course	Subject	Scale	Course hours

Course	Subject	Scale	Course hours
026493	ART	E60	42

Component	Component hours	Delivery	Capacity
Laboratory	42	On campus	30

By the end of this course, learners will be able to show their proficiency in the stages of production by creating a simple Internet site and presentations intended for the web. They will be able to draw on their creativity to bring their organization's image to life.

LU 1. Photomontage

ID 1. Retouch images and superimpose text on them.

Course	Subject	Scale	Course hours
026525	ART	E60	14

Component	Component hours	Delivery	Capacity
Laboratory	14	On campus	30

In this learning unit, learners will manipulate images and typography to make photomontages that adhere to the graphic standards of a website.

LU 2. Digital model

ID 1. Plan a basic web structure.

Course	Subject	Scale	Course hours
026534	ART	E60	14

Component	Component hours	Delivery	Capacity
Laboratory	14	On campus	30

In this learning unit, learners will define a client's needs. They will create conceptual models (Wireframe) on paper before transferring them digitally.

LU 3. Site layout

ID 1. Create a clear and attractive layout for a basic Internet site.

Course	Subject	Scale	Course hours

Course	Subject	Scale	Course hours
026541	ART	E60	14

Component	Component hours	Delivery	Capacity
Laboratory	14	On campus	30

In this learning unit, learners will create a clear and attractive layout on a digital platform to meet the client's needs.

Communication plan

Course	Subject	Scale	Course hours
030358	MDI	E60	42

Component	Component hours	Delivery	Capacity
Theory	42	On campus	30

By the end of this course, learners will be able to use a strategic planning method that will enable organizations to have an influence on stakeholders in their field and to select mechanisms for assessing public relations activities.

LU 1. Analyzing a situation

ID 1. Provide an overview of an organization's situation using research tools.

Course	Subject	Scale	Course hours
026517	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this LU, learners will carry out a guided research project. They will analyze the Public Relations Student Agency, its environment and its audiences to provide an overview of an organizational situation to identify a problem or opportunity.

LU 2. Strategic objectives and positions

ID 1. Determine strategic objectives and positions in order to properly select tools and tactics.

Course	Subject	Scale	Course hours
026537	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this LU, learners will develop and present a strategic position in order to guide the selection of information distribution tools, techniques and tactics for various audiences regarding the organizational context of the Public Relations Student Agency (PRSA).

LU 3. Campaign plan

ID 1. Develop a campaign plan, include measurement and assessment mechanisms.

Course	Subject	Scale	Course hours
026528	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this LU, learners will develop the communication campaign plan for the Public Relations Student Agency based on the identified situation in order to meet the determined objectives. They will also select the necessary measurement instruments for assessing the progression of recommended tools, techniques and tactics.

Community marketing

Course	Subject	Scale	Course hours
026786	ADM	E60	42

Component	Component hours	Delivery	Capacity
Theory	42	On campus	35

By the end of the course, learners will understand the challenges to overcome regarding ethical consumption. In addition, they will be exposed to the importance of social marketing in the corporate strategy. Lastly, they will participate in the development of marketing tools for a non-profit organization.

LU 1. Ethical marketing and green marketing

ID 1. Analyze the concepts and trends of consumers and responsible companies.

Course	Subject	Scale	Course hours

Course	Subject	Scale	Course hours
026509	ADM	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this LU, learners will be introduced to new marketing trends for fair trade, local and green products. In addition to looking at sustainable consumption, learners will develop a modern understanding of corporate social responsibility (CSR). Throughout their course, learners will actively contribute to a blog where several topics will be addressed (respect for the environment, ethical consumption, human ethics and promoting the future).

LU 2. Social marketing and cause-related marketing

ID 1. Determine the company's actions in relation to a cause in order to motivate a target audience.

Course	Subject	Scale	Course hours
026513	ADM	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this LU, learners will be introduced to the particularities of social marketing, e.g., the promotion of benefits associated with behavioural changes. Throughout their course, learners will participate in the creation of a social marketing campaign, including research, segmentation, definition of objectives and implementation of the mixed marketing strategy.

LU 3. Non-profit organizations

ID 1. Identify challenges related to philanthropy in order to develop marketing tools that are adapted to non-profit organizations.

Course	Subject	Scale	Course hours
026511	ADM	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this LU, learners will be introduced to the complexity of non-profit organizations (NPOs) with respect to marketing and communication strategies. Throughout the course, learners will participate in the development of marketing tools for a real non-profit organization.

Social media production

Course	Subject	Scale	Course hours
026500	MDI	E60	42

Component	Component hours	Delivery	Capacity
Laboratory	42	On campus	30

At the end of this course, learners will use the new essential digital tools to creatively produce texts, videos and photos on social media. They will be able to introduce and promote an organization and its activities to create an impact among the identified targets. They will also respond to the public over these media.

LU 1. Microblogs

ID 1. Produce communications intended for microblogging platforms.

Course	Subject	Scale	Course hours
026514	MDI	E60	14

Component	Component hours	Delivery	Capacity
Laboratory	14	On campus	30

In this LU, learners will identify microblogging platforms, analyze content and prepare targeted messages for various audiences. They will work in teams to analyze concrete examples of microblogging. They will practise drafting and research techniques intended for microblogging.

LU 2. Blogs

ID 1. Produce communications on blogging platforms.

Course	Subject	Scale	Course hours
026519	MDI	E60	14

Component	Component hours	Delivery	Capacity
Laboratory	14	On campus	30

In this LU, learners will produce and publish communications intended for blogging platforms by using the most currently used production tools. They will work individually and in teams in order to plan, produce and publish blog articles.

LU 3. Business communication

ID 1. Produce communications on professional networking platforms.

Course	Subject	Scale	Course hours
026516	MDI	E60	14

Component	Component hours	Delivery	Capacity
Laboratory	14	On campus	30

In this LU, learners will produce and publish communications on the most currently used professional networking platforms. Learners will work individually and in teams to plan and publish professional content and explore community management.

Public relations in action

Course	Subject	Scale	Course hours
030359	MDI	E60	42

Component	Component hours	Delivery	Capacity
Theory	42	On campus	30

By the end of this course, learners will be able to assess the relevance of an organization's distribution techniques and tools and suggest ways to improve these activities.

LU 1. 1,001 things for sending out an organizational message

ID 1. Inventory the numerous tools and channels of organizational discourse in order to give tactical advice to their organization.

Course	Subject	Scale	Course hours
026510	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this LU, learners identify public relations activities carried out by an organization through the media. They describe how an organization uses information to inform or influence audiences.

LU 2. Public relations campaign

ID 1. Identify the basic principles of public relations based on the functions of communication.

Course	Subject	Scale	Course hours
026518	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this LU, learners will identify, categorize and describe the public relations actions taken over media by an organization regarding an issue, problem or opportunity. They will describe how an organization uses information to influence audiences to adopt a desired behaviour.

LU 3. The basics of measurement and assessment

ID 1. Analyze a public relations campaign in order to propose ways to improve.

Course	Subject	Scale	Course hours
026521	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this LU, learners will select and demonstrate the validity of assessment methods for public relations actions in an actual public relations campaign.

Stage 2 - choice of FGE course

FGE

Course	Subject	Scale	Course hours
			14

Component	Component hours	Delivery	Capacity
	14		0

Stage 2 - 1 English course based on placement test

Foundations of English

Course	Subject	Scale	Course hours
026988	ENL	E60	42

Component	Component hours	Delivery	Capacity
Theory	42	Co-modal On campus	30

Foundations of English is an English as a Second Language course for absolute beginners. During this course, learners will use spoken and written language in everyday situations. The course corresponds to levels 1 to 3 of the Canadian Language Benchmarks.

Foundations of English is an ESL course for absolute beginners. During this course, learners will use spoken and written language in everyday situations. The course corresponds to levels 1 to 3 of the Canadian Language Benchmarks.

LU 1. Foundations of English: Writing (Exit Level CLB 3)

ID 1. Write simple sentences about familiar information related to daily life and experience.

Course	Subject	Scale	Course hours
027154	ENL	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

During this course, learners will write simple texts related to everyday situations. The course corresponds to levels 1 to 3 of the Canadian Language Benchmarks.

During this course, learners will write simple texts related to everyday situations. The course corresponds to levels 1 to 3 of the Canadian Language Benchmarks.

LU 2. Foundations of English: Reading (Exit Level CLB 3)

ID 1. Read and extract basic information from short, simple texts related to daily life and experience.

Course	Subject	Scale	Course hours
027169	ENL	E60	14

Component	Component hours	Delivery	Capacity

Theory	14	On campus	30

During this course, learners will read simple texts related to everyday situations. The course corresponds to levels 1 to 3 of the Canadian Language Benchmarks.

During this course, learners will read simple texts related to everyday situations. The course corresponds to levels 1 to 3 of the Canadian Language Benchmarks.

LU 3. Foundations of English: Oral Communication (Exit Level CLB 3)

ID 1. Communicate and understand basic information in simple sentences about immediate needs and personal experiences.

Course	Subject	Scale	Course hours
027174	ENL	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

During this course, learners will communicate basic information about immediate needs and personal experiences. The course corresponds to levels 1 to 3 of the Canadian Language Benchmarks.

During this course, learners will communicate basic information about immediate needs and personal experiences. The course corresponds to levels 1 to 3 of the Canadian Language Benchmarks.

Oral Communication: Beginner Level

Course	Subject	Scale	Course hours
026990	ENL	E60	42

Component	Component hours	Delivery	Capacity
Theory	42	On campus	30

During this course, learners will improve their oral communication skills using daily life and professional situations. The course corresponds to levels 4 to 5 of the Canadian Language Benchmarks.

During this course, learners will improve their oral communication skills using daily life, educational and professional situations. The course corresponds to levels 4 to 5 of the Canadian Language Benchmarks.

LU 1. Beginner: Everyday Oral Communication (Exit Level: CLB 4)

ID 1. Communicate simple information about common everyday activities and show initial understanding of some complex structures.

Course	Subject	Scale	Course hours
027152	ENL	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

During this course, learners will communicate information about immediate needs and personal experiences. The course corresponds to level 4 of the Canadian Language Benchmarks.

During this course, learners will communicate information about immediate needs and personal experiences. The course corresponds to level 4 of the Canadian Language Benchmarks.

LU 2. Beginner: Expanding everyday Oral Communication (Exit Level: CLB 5)

ID 1. Communicate moderately complex information about common everyday activities and show understanding of complex structures.

Course	Subject	Scale	Course hours
027167	ENL	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

During this course, learners will communicate moderately complex, everyday information. The course corresponds to level 5 of the Canadian Language Benchmarks.

During this course, learners will communicate moderately complex, everyday information. The course corresponds to level 5 of the Canadian Language Benchmarks.

LU 3. Beginner: Work-Related Oral Communication (Exit Level: CLB 5)

ID 1. Communicate and understand moderately complex information about common educational and professional situations.

Course	Subject	Scale	Course hours
027172	ENL	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

During this course, learners will communicate moderately complex, everyday information. The course corresponds to level 5 of the Canadian Language Benchmarks.

During this course, learners will communicate moderately complex, everyday information. The course corresponds to level 5 of the Canadian Language Benchmarks.

Oral Communication: Intermediate Level

Course	Subject	Scale	Course hours
026992	ENL	E60	42

Component	Component hours	Delivery	Capacity
Theory	42	On campus	30

During this course, learners will develop confidence in oral communication skills using various daily life and professional situations. The course corresponds to levels 6 to 7 of the Canadian Language Benchmarks.

During this course, learners will develop confidence in oral communication skills using daily life, educational and professional situations. The course corresponds to levels 6 to 7 of the Canadian Language Benchmarks.

LU 1. Intermediate: Everyday Oral Communication (Exit Level CLB 6)

ID 1. Communicate and understand routine social situations and present concrete information in some detail about familiar topics of personal relevance.

Course	Subject	Scale	Course hours
027153	ENL	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

During this course, learners will develop oral expression and comprehension skills to interact in everyday social situations using familiar and personal interest topics. This course corresponds to Level 6 of the Canadian Language Benchmarks.

During this course, learners will communicate moderately complex, everyday information. This course corresponds to Level 6 of the Canadian Language Benchmarks.

LU 2. Intermediate: Expanding Everyday Oral Communication (Exit Level CLB 7)

ID 1. Communicate and understand, with some confidence, in many daily routines, and present concrete and some abstract information on an expanding range of familiar topics.

Course	Subject	Scale	Course hours
027168	ENL	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

During this course, learners will develop oral expression and comprehension skills to interact in everyday social situations using familiar and personal interest topics. This course corresponds to Level 7 of the Canadian Language Benchmarks.

During this course, learners will communicate complex, everyday information. This course corresponds to Level 7 of the Canadian Language Benchmarks.

LU 3. Intermediate: Work-related Oral Communication (Exit Level CLB 7)

ID 1. Communicate and understand, with some confidence, in educational and professional situations, and present concrete and some abstract information on an expanding range of familiar topics.

Course	Subject	Scale	Course hours
027173	ENL	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

During this course, learners will develop oral expression and comprehension skills to interact in everyday social situations using familiar and personal interest topics. This course corresponds to Level 7 of the Canadian Language Benchmarks.

During this course, learners will communicate complex information about academic and professional situations. This course corresponds to Level 7 of the Canadian Language Benchmarks.

Stage 3

Expression at the micro level

Course	Subject	Scale	Course hours
023728	MDI	E60	42

Component	Component hours	Delivery	Capacity
Theory	42	On campus	30

The purpose of this course is to give learners the elocution, articulation, phonetic and diction skills and techniques that will allow them to develop ease, credibility and presence at the micro level. Learners will take control of their voices as a communication tool.

LU 1. Introduction to vocal techniques

ID 1. Become familiar with the basics of vocal techniques.

Course	Subject	Scale	Course hours
023915	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this LU, learners will practise basic techniques in phonetics and diction: breathing, voice control, the quality of sounds, etc.

LU 2. Elocution

ID 1. Develop the quality of elocution and expression.

Course	Subject	Scale	Course hours
023919	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this LU, learners will interpret texts to be properly understood (stress for insistence, pauses, flow, intonations, etc.)

LU 3. Vocal expression

ID 1. Become proficient with the basics of vocal techniques.

Course	Subject	Scale	Course hours
023921	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this LU, learners will adopt the main tones related to the field: hosting, news, advertisements, narration, etc.

Introduction to video production

Course	Subject	Scale	Course hours
023788	MDI	E60	42

Component	Component hours	Delivery	Capacity
Laboratory	42	On campus	30

This course will develop learners' creative abilities for planning and carrying out a film shoot. It will then enable them to use the appropriate software to edit the video production.

LU 1. Technical equipment and filming

ID 1. Plan the film shoot in terms of technical matters, sound, and lighting, and based on a scenario or an event.

Course	Subject	Scale	Course hours
023932	MDI	E60	14

Component	Component hours	Delivery	Capacity
Laboratory	14	On campus	30

In this LU, learners will learn how to handle the necessary equipment for producing a video while completing their first film shoot.

LU 2. Editing

ID 1. Use software to make professional edits.

Course	Subject	Scale	Course hours
023937	MDI	E60	14

Component	Component hours	Delivery	Capacity
Laboratory	14	On campus	30

In this LU, learners will edit a video using the appropriate software.

LU 3. Film professional video footage

ID 1. Apply the techniques to create motion pictures.

Course	Subject	Scale	Course hours
023941	MDI	E60	14

Component	Component hours	Delivery	Capacity
Laboratory	14	On campus	30

In this LU, learners will film and carry out the final edit of a professional-quality video.

Stage 3 - 1 French course based on placement test

Oral communication – Functional level

Course	Subject	Scale	Course hours
026984	FRA	E60	42

Component	Component hours	Delivery	Capacity
Theory	42	On campus	30

This course will enable learners to develop their skills in writing, reading and producing simple to moderately complex texts related to their profession. They will become familiar with the characteristics of several technical and professional texts in order to disseminate them. They will learn reading and writing strategies and use auto-correction tools to improve their writing skills. In addition, they will gain skills in text comprehension. Thus, learners will become competent readers and writers to affirm their Francophone identity in today's and tomorrow's job market.

LU 1. Reading and comprehension of professional texts

ID 1. Understanding varied texts in order to inform or be informed about the professional environment.

Course	Subject	Scale	Course hours
027147	FRA	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this course, learners will develop their reading and interpretation skills using a variety of short and simple functional-level texts in order to accomplish professional tasks.

LU 2. Writing texts in a professional setting

ID 1. Writing short and long texts for professional tasks.

Course	Subject	Scale	Course hours
027156	FRA	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this course, learners will develop their skills in writing functional-level professional documents.

LU 3. Producing administrative messages linked to the professional field

ID 1. Writing professional messages for varied audiences.

Course	Subject	Scale	Course hours
027160	FRA	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this course, learners will develop their skills in producing functional-level professional administrative messages.

Oral communication – Experienced level

Course	Subject	Scale	Course hours
026986	FRA	E60	42

Component	Component hours	Delivery	Capacity
Theory	42	On campus	30

This course will allow learners to develop their skills in reading, writing and producing varied texts that are related to their profession. They will become familiar with the characteristics of several often complex technical and professional texts. They will learn reading and writing strategies and use auto-correction tools to improve their writing skills. In addition, they will gain skills in comprehending texts that are often complex. Thus, learners will become competent readers and writers to affirm their Francophone identity in today's and tomorrow's job market.

LU 1. Reading and analyzing professional and specialized texts

ID 1. Carefully analyze and interpret technical and specialized techniques.

Course	Subject	Scale	Course hours
027161	FRA	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this course, learners will develop their skills in reading and interpreting a variety of professional documents at an experienced level in order to inform themselves and others.

LU 2. Writing professional and specialized texts

ID 1. Writing a variety of texts to perform professional, technical and specialized tasks.

Course	Subject	Scale	Course hours
027148	FRA	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this course, learners will develop their skills in writing professional documents at an experienced level.

LU 3. Producing varied and specialized administrative texts in the professional field

ID 1. Write complex and specialized texts related to the professional field.

Course	Subject	Scale	Course hours
027163	FRA	E60	14

Component	Component hours	Delivery	Capacity

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this course, learners will develop their skills in producing professional administrative documents at an experienced level.

Stage 4

Professional survival guide

Course	Subject	Scale	Course hours
026399	MDI	E60	42

Component	Component hours	Delivery	Capacity
Laboratory	14	On campus	30
Theory	28	On campus	30

By the end of this course, learners will be able to identify their values, talents and interests to develop solid communication skills to network and self-promote or propose organizational solutions in a hyper-competitive context.

LU 1. Promotion strategies

ID 1. Identify the strengths and added values of a company or person in order to find promotional arguments.

Course	Subject	Scale	Course hours
026427	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this LU, learners will discuss a strategy for promoting their marketing skills as learners themselves, their knowledge and their own attitudes in order to present the best of themselves on the job market. They will map out a career plan, highlighting their added values through this strategy. To promote themselves well, learners must identify the strengths and weaknesses of a company, whether in their hiring process or during their time at the company.

LU 2. Personal or organizational portfolio

ID 1. Build a digital presence that promotes their organization or themselves in order to set themselves apart from the competition.

Course	Subject	Scale	Course hours
026444	MDI	E60	14

Component	Component hours	Delivery	Capacity
Laboratory	14	On campus	30

In this LU, learners will assemble a portfolio that highlights their added values, attitudes and skills in order to set themselves apart from other candidates. In addition, learners will create a portfolio for a company or organization to put major achievements into images.

LU 3. Identifying issues and entrepreneurship in the world of marketing

ID 1. Present an organization or yourself with the goal of developing professional relationships.

Course	Subject	Scale	Course hours
026457	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this LU, learners will become familiar with the world of entrepreneurship and leadership in communication-marketing advertising.

Social media management

Course	Subject	Scale	Course hours
026492	MDI	E60	42

Component	Component hours	Delivery	Capacity
Laboratory	42	On campus	30

By the end of the course, learners will be able to effectively manage an organization's multiple platforms. They will be able to manage multiple conversations and create traffic in order to engage and win the loyalty of a target community.

LU 1. Which social media?

ID 1. Identifying social media platforms that are most adapted to the ethnocultural specificities of target audiences and goals.

Course	Subject	Scale	Course hours
026544	MDI	E60	14

Component	Component hours	Delivery	Capacity
Laboratory	14	On campus	30

By the end of this learning unit, learners will be able to identify the social media platforms that are the most adapted to the ethnocultural specificities of target audiences and goals.

LU 2. Social media management

ID 1. Manage an organization's social media based on various communication goals while considering the specificities of ethnocultural diversity.

Course	Subject	Scale	Course hours
026530	MDI	E60	14

Component	Component hours	Delivery	Capacity
Laboratory	14	On campus	30

By the end of this learning unit, learners will be able to manage an organization's social media based on various communication objectives and considering the specificities of ethnocultural diversity.

LU 3. Impact of a campaign

ID 1. Measure the impact of posts on social media in order to assess an audience's engagement during a campaign.

Course	Subject	Scale	Course hours
026552	MDI	E60	14

Component	Component hours	Delivery	Capacity
Laboratory	14	On campus	30

By the end of this learning unit, learners will be able to measure the impact of posts on social media in order to assess an audience's engagement during a campaign.

Convincing writing

Course	Subject	Scale	Course hours

Course	Subject	Scale	Course hours		
026499	MDI	E60	42		

Component	Component hours	Delivery	Capacity
Theory	42	On campus	30

By the end of this learning unit, learners will be able to write popularized texts while following readability criteria to enable public, private or community organizations to adapt their messages to their audience and ensure that their communication has an impact.

LU 1. Popularizing specialized texts

ID 1. Synthesize and popularize specialized texts for public communication purposes.

Course	Subject	Scale	Course hours
026512	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

By the end of this learning unit, learners will be able to write popularized texts while following readability criteria to enable public, private or community organizations to adapt their messages to their audience and ensure that their communication has an impact.

LU 2. Influential communication

ID 1. Write public communications to influence an audience's opinions, attitudes and behaviour as part of relations management between an organization and its environment.

Course	Subject	Scale	Course hours
026542	MDI	E60	14

Component	Component hours	Delivery	Capacity
Laboratory	14	On campus	30

By the end of this learning unit, learners will be able to write communication texts for public, private or community organizations by applying influential techniques and tactics to enhance their image and maximize their communication by eliciting adherence from their target audiences and by fostering a good reputation. The focus will be on writing various types of releases: essential tools for public relations.

LU 3. Persuasive speeches

ID 1. Write speaking notes that are tailored to the circumstances and audience in order to entice or persuade.

Course	Subject	Scale	Course hours
026523	MDI	E60	14

Component	Component hours	Delivery	Capacity
Laboratory	14	On campus	30

By the end of this learning unit, learners will be able to write powerful speeches in order to gain the adherence of an audience and persuade it.

Public relations workshop

ID 1. Negotiate a commission to define a project by using descriptions and timetables for completion to satisfy a client.

ID 2. Measure and present the impact of project activities by specifying the results obtained in the form of qualitative and quantitative data in order to satisfy the client.

ID 3. Methodically complete a public relations project by using a sense of ethics and planning tools to achieve corporate objectives.

Course	Subject	Scale	Course hours
026502	MDI	E60	42

Component	Component hours	Delivery	Capacity
Theory	42	On campus	30

By the end of this workshop, learners will have completed a public relations project for a real client from the association, community or non-profit fields. Learners will be able to use project management tools, track their progress and show how the project supports the achievement of corporate objectives.

News media management

Course	Subject	Scale	Course hours
026504	MDI	E60	42

Component	Component hours	Delivery	Capacity

Theory	42	On campus	30

By the end of the course, learners will be able to segment news media and make proactive approaches in order to draw their attention and get free positive coverage in the public sphere.

LU 1. Organizational issues

ID 1. Provide an overview of a one-time organizational issue.

Course	Subject	Scale	Course hours
026538	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this learning unit, learners will analyze media coverage of a current events topic related to a specific industry in order to provide an overview of an organizational issue. The unit's activities fit with a proactive approach and are connected to recent current events.

LU 2. Corporate position and issues

ID 1. Develop a corporate position regarding a one-time organizational issue.

Course	Subject	Scale	Course hours
026554	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this learning unit, learners will rely on media analyses and defined organizational issues to offer proactive approaches to establish a corporate position on the issue.

LU 3. Promoting a corporate position

ID 1. Promoting a corporate position during a simulated journalistic-style interview.

Course	Subject	Scale	Course hours
026548	MDI	E60	14

Component	Component hours	Delivery	Capacity

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this learning unit, learners will promote corporate positions by stating key messages in content for various media. Learners will also deliver the corporate position through an appropriate channel (speeches, radio or television interviews, video…)

Event management

Course	Subject	Scale	Course hours
026507	MDI	E60	42

Component	Component hours	Delivery	Capacity
Theory	42	On campus	30

By the end of this course, learners will conduct a strategic and technical analyses of public relations techniques adapted to public and private entities, and designed for proximity with the target audience. They will list the success factors for various events, draw inspiration from them and innovate in order to propose one that works for an internal or external clientele. Learners will then carry out the proposed event, from its logistical and technical preparation to its promotion and assessment.

LU 1. Event conceptualization

ID 1. Conceptualize an event based on the organization's needs and target audience motivation.

Course	Subject	Scale	Course hours
026551	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

By the end of this learning unit, learners will be able to propose an event that meets the needs of a client and its audience's expectations.

LU 2. Planning and creating an event

ID 1. Planning a public relations event using a timetable for completion and by determining the necessary human, material and budgetary resources.

Course	Subject	Scale	Course hours
026562	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this learning unit, learners will plan the logistical and technical aspects of an event in teams and in coordination with external parties. They will also prepare activities aimed at disseminating and promoting the event.

LU 3. Holding and assessing an event

ID 1. Analyze the results of an event after it is held.

Course	Subject	Scale	Course hours
026540	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

In this learning unit, learners will organize an event and produce an overall report that includes assessment indicators.

Stage 4 - 1 English course based on placement test

Written Communication: Beginner Level

Course	Subject	Scale	Course hours
026989	ENL	E60	42

Component	Component hours	Delivery	Capacity
Theory	42	On campus	30

During this course, learners will improve written communication skills using daily life and professional situations. The course corresponds to levels 4 to 5 of the Canadian Language Benchmarks.

During this course, learners will improve written communication skills using daily life, educational and professional situations. The course corresponds to levels 4 to 5 of the Canadian Language Benchmarks.

LU 1. Beginner: Familiar Reading and Writing (Exit Level: CLB 4)

ID 1. Read and write simple texts about familiar information related to daily life and experience.

Course	Subject	Scale	Course hours

Course	Subject	Scale	Course hours
027150	ENL	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

During this course, learners will read and write simple texts related to everyday situations. The course corresponds to level 4 of the Canadian Language Benchmarks.

LU 2. Beginner: Routine Reading and Writing (Exit Level: CLB 5)

ID 1. Read and write short, simple to moderately complex texts about familiar, concrete topics related to daily life and experience.

Course	Subject	Scale	Course hours
027165	ENL	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

During this course, learners will read and write moderately complex texts related to everyday situations. The course corresponds to level 5 of the Canadian Language Benchmarks.

LU 3. Beginner: Work-related Reading and Writing (Exit Level: CLB 5)

ID 1. Read and write short, simple to moderately complex texts related to educational and professional situations.

Course	Subject	Scale	Course hours
027170	ENL	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

During this course, learners will read and write moderately complex texts related to academic and

professional situations. The course corresponds to level 5 of the Canadian Language Benchmarks.

During this course, learners will read and write moderately complex texts related to academic and professional situations. The course corresponds to level 5 of the Canadian Language Benchmarks.

Written Communication: Intermediate Level

Course	Subject	Scale	Course hours
026991	ENL	E60	42

Component	Component hours	Delivery	Capacity
Theory	42	On campus	30

During this course, learners will develop confidence in written communication skills using daily life, educational and professional situations. The course corresponds to levels 6 to 7 of the Canadian Language Benchmarks.

During this course, learners will develop confidence in written communication skills using daily life, educational and professional situations. The course corresponds to levels 6 to 7 of the Canadian Language Benchmarks.

LU 1. Intermediate: Familiar Reading and Writing (Exit Level: CLB 6)

ID 1. Read and write short, moderately complex descriptions, narrations, and communications about familiar, concrete topics relevant to personal interests and experience.

Course	Subject	Scale	Course hours
027151	ENL	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

During this course, learners will develop their language skills in comprehending and writing moderately complex texts to provide descriptions and narratives of a variety of personal topics and experiences. This course corresponds to Level 6 of the Canadian Language Benchmarks.

During this course, learners will read and write moderately complex texts related to everyday situations. The course corresponds to level 6 of the Canadian Language Benchmarks.

LU 2. Intermediate: Routine Reading and Writing (Exit Level: CLB 7)

ID 1. Read and write clear, moderately complex texts about familiar, concrete topics relevant to daily and social contexts.

Course	Subject	Scale	Course hours
027166	ENL	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

During this course, learners will develop their language skills in comprehending and writing long and complex texts related to everyday situations. This course corresponds to Level 7 of the Canadian Language Benchmarks.

During this course, learners will read and write complex, extended texts related to everyday situations. The course corresponds to level 7 of the Canadian Language Benchmarks.

LU 3. Intermediate: Work-related Reading and Writing (Exit Level: CLB 7)

ID 1. Read and write clear, moderately complex texts about familiar, concrete topics relevant to educational and professional contexts.

Course	Subject	Scale	Course hours
027171	ENL	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

During this course, learners will develop their language skills in comprehending and writing long and moderately complex texts related to academic and professional situations. This course corresponds to Level 7 of the Canadian Language Benchmarks.

During this course, learners will read and write complex, extended texts related to academic and professional situations. The course corresponds to level 7 of the Canadian Language Benchmarks.

Stage 5

Crisis communication

ID 1. Assess an organizational threat.

ID 2. Help develop the communicational response for the threatened organization.

ID 3. Publicly defend the position of the threatened organization.

Course	Subject	Scale	Course hours
026491	MDI	E60	42

Component	Component hours	Delivery	Capacity
Theory	42	On campus	30

By the end of the course, learners will be able to adapt their communicational response to the level of the threat. They will be familiar with crises and their organizational actors, the development of public alert messages and the restoration of reputation. They will be able to support a briefing for a spokesperson.

Convincing speech

Course	Subject	Scale	Course hours
026505	MDI	E60	42

Component	Component hours	Delivery	Capacity
Theory	42	On campus	30

By the end of this course, learners will be able to provide oral arguments in a clear, structured, sensible and convincing manner to convince the target audiences. They will also be able to participate with ease and proficiency in the French language in public relations activities such as discussion panels and groups or roundtables.

LU 1. Hosting activities

ID 1. Host public relations activities in French and in a structured manner by respecting the basics of oral communication in order to convince a target audience.

Course	Subject	Scale	Course hours
026556	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

By the end of this learning unit, learners will be able to take part with ease and confidence in the hosting of public relations activities by showing proficiency in the basics of communication and by paying

particular attention to oral language in order to better interact with the target audiences with enticement, listening and persuasion in mind.

LU 2. Argumentative speech

ID 1. Deliver an oral argument around a key message in order to defend ideas among a target audience.

Course	Subject	Scale	Course hours
026535	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

By the end of this learning unit, learners will be able to build and then confidently deliver a rigorous argument in a media interview; they will make good use of their skills in developing and then enhancing key messages that are crafted based on a communication objective (intention, target audiences and guiding idea) and will demonstrate their proficiency and control of messages with rigour and eloquence through their preparation of a well-structured and convincing plan and questionnaire intended to be given orally.

LU 3. Convincing presentations

ID 1. Develop a structured presentation in order to tell a story and convey a clear and convincing message to various audiences.

Course	Subject	Scale	Course hours
026546	MDI	E60	14

Component	Component hours	Delivery	Capacity
Theory	14	On campus	30

By the end of the course, learners will be able to develop and then present a structured, clear, sensitive, captivating and proficient speech, where they showcase themselves to share a message that is meaningful to them, related to an actual social issue and oriented toward their goal as a public relations officer.

Multimedia storytelling

ID 1. Propose a project that responds to a crisis by using storytelling techniques.

ID 2. Produce a media clip in response to a crisis in order to summarize the organization's or company's key messages.

ID 3. Hold a press conference by using adapted visual and oral communication in order to adequately respond to a crisis.

Course	Subject	Scale	Course hours
026506	MDI	E60	42

Component	Component hours	Delivery	Capacity
Laboratory	42	On campus	30

By the end of this course, learners will be able to develop striking content that is adapted to various multimedia platforms by relying on their creativity and their innovative approach.
This workshop course is part of an integrative project for learners in the final year of their program.

Stage 5 - choice of 1 course (160 hours minimum)

Field work placement

ID 1. Seamlessly become a part of an organization's public relations department in order to contribute every day, at full time for seven weeks, to the communication tasks and activities at the profession's entry level.

ID 2. Demonstrate that they have the capacity for self-criticism, are able to receive and give constructive criticism and demonstrate their professional curiosity, desire to learn, sense of ethics, motivation, enthusiasm and interest in the profession to confirm their choice of career.

ID 3. Participate in planning public relations activities, particularly the development of project budgets and clear and measurable communication objectives, as well as selecting strategies, tactics, tools and resources to support a range of relationships with stakeholders, along with organizational objectives.

ID 4. Support the implementation and management of strategies, tactics, budgets and resources for a range of public relations activities in order to meet communication objectives and fulfill the instructions and meet the requirements of the activity.

ID 5. Prepare and revise clear, accurate and targeted texts that are suited to the chosen channel* while meeting a particular deadline.

ID 6. Use visual, sound, multimedia and interactive elements, apply basic principles of design and accessibility standards, either independently or in collaboration, to help produce effective communications in a timely manner for various channels* and various audiences.

ID 7. Use information sources, tools and research results, and apply analytical skills in order to help develop communication objectives, select strategies and tactics, and measure the impact of public relations activities.

ID 8. Mobilize stakeholders* by adapting the register, tone and style of presentation to the purpose,

situation and audience in a public relations context.

ID 9. Perform work and support team members with their work in accordance with the codes of ethics for the industry and relevant professional associations, professional public relations standards and practices, and policies, protocols and legal obligations.

ID 10. Stay aware of emerging social and economic trends, and local, national and global issues in order to inform public relations plans and activities, support organizational effectiveness and relations with stakeholders,* and continuously direct professional development.

ID 11. Select and use current and emerging technologies to support the quality and completion of public relations activities and to support organizational effectiveness.

ID 12. Use strategies and tools to establish and support professional relationships to support public relations activities, organizational objectives and professional advancement.

Course	Subject	Scale	Course hours
026498	STG	ECR	210

Component	Component hours	Delivery	Capacity
Placement	210	On campus	30

By the end of this full-time placement in a workplace for seven (7) weeks, learners will have experienced everyday tasks in a professional workplace, working in one or more of the profession's main practical fields, including public relations, media relations, events, communication resource production and social media.

Integrative public relations project

ID 1. Seamlessly incorporate public relations strategies and tools to develop and implement a project based on the objectives and needs of one or more organizations in order to contribute to public relations activities and professional advancement.

ID 2. Demonstrate the capacity for self-criticism, the ability to receive and give constructive criticism and demonstrate professional curiosity, the desire to learn, a sense of ethics, motivation, enthusiasm and interest in the profession to confirm your choice of career.

ID 3. Support the implementation and management of strategies, tactics, budgets and resources for a range of public relations activities in order to meet communication objectives and fulfill the instructions and meet the requirements of the activity.

ID 4. Prepare and revise clear, accurate and targeted texts that are suited to the chosen channel* while meeting a particular deadline.

ID 5. Support the production of effective and timely communications for various channels and audiences

using visual, sound, multimedia and interactive elements that meet accessibility standards.

ID 6. Support the development of communication objectives, selection of strategies and tactics, and the measurement of the impact of public relations activities while adopting an analysis and research approach.

ID 7. Motivate stakeholders by adapting the presentation's register, tone and style to the purpose, situation and audience in a public relations context.

ID 8. Perform work and support team members with their work in accordance with the codes of ethics for the industry and relevant professional associations, professional public relations standards and practices, and policies, protocols and legal obligations.

ID 9. Stay aware of emerging social and economic trends, and local, national and global issues in order to inform public relations plans and activities, support organizational effectiveness and relations with stakeholders,* and continuously direct professional development.

ID 10. Select and use current and emerging technologies to support the quality and completion of public relations activities and to support organizational effectiveness.

ID 11. Use strategies and tools to establish and support professional relationships to support public relations activities, organizational objectives and professional advancement.

Course	Subject	Scale	Course hours
030339	MDI	ECR	160

Component	Component hours	Delivery	Capacity
Integrative project	160	On campus	30