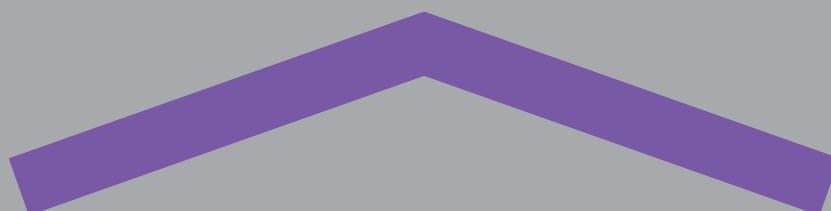




School of Graduate
and Professional
Education



Graduate Diploma in Public Relations

The Graduate Diploma is an advanced-level academic credential designed for professionals who wish to specialize in Public Relations in order to enhance their career potential.

Whether you wish to improve your skills and knowledge as a PR professional or to pursue graduate studies in the field of public relations, the program will help you gain an in-depth understanding of professional PR practices and build your academic and professional competencies.



Deree – The American College of Greece is accredited
by the New England Commission of Higher Education.

Graduate Diploma in Public Relations



Overview

The Graduate Diploma in Public Relations offers working professionals the opportunity to acquire fundamental knowledge of the field; enhance their communication skills; complement their work experience; and advance their career. It is designed to equip graduates from all disciplines with essential skills and competencies that may lead to a variety of job opportunities, including work as a public relations specialist, marketing assistant, account executive, campaign speech writer, media planner, lobbyist, and press agent. Students learn how to design and implement professional communication plans for clients, in a variety of settings, by employing traditional and digital media techniques, and a wide range of public relations skills including writing for the media, leaflet and poster copy, as well as event planning and organization.

Program Structure

Students must successfully complete 5 graduate-level courses, representing 15 US credits that are cross-listed with the MA in Strategic Communication and Public Relations. Upon successful completion of the graduate diploma, students are eligible for entry in MA in Strategic Communication and Public Relations degree, toward which they can transfer the 3 core graduate diploma courses (9 credits).

Required Courses

Public Relations Strategy
Advanced Media Writing and Techniques
Public Relations and the New Media

Elective Courses (3 from the list)

PR for Public and Nonprofit Organizations
Communication for the Tourism Industry
Communication for the Entertainment Industry
Crisis Communication Management
Intercultural Communication and International PR
Multimedia Applications for Communication Campaigns

Learning Outcomes

The program aims to enable students to:

- Develop a systematic understanding of the strategic function of the practice of professional public relations in diverse areas and settings.
- Critically assess an organization's internal and external communication requirements, and develop the ability to research, manage, and implement planned communication programs.
- Develop a range of discipline-related transferable skills that will allow them to work as public relations professionals in creative and independent ways.
- Produce creative and innovative public relations content suitable for a variety of audiences and in a variety of media forms.

Flexible Study & Course Duration

The program may be completed in one year (full-time) or in up to two years (part-time). Classes run Monday to Thursday from 18:00–21:00. New students are admitted at the start of the fall, winter, and spring terms.

Admission to Program

Applicants should be able to demonstrate:

- Competence to undertake graduate work: A College or University degree
- Evidence of proficiency in the English language: TOEFL, IELTS, Proficiency, or GCE
- Motivation and/or relevant experience to specialize in this area: Evidence of strong motivation to work in communication related areas will be sought in the interview and the personal statement submitted with the application form.

Tuition & Scholarships

Deree strives to provide opportunities to students regardless of their ability to finance their education. For this reason, we offer scholarships to all applicants who have demonstrated exceptional academic performance. A discount policy is also available for organizations and ACG alumni.

For more information on eligibility, contact our admissions office or visit: www.acg.edu/graduate-financial-assistance.

CONTACT OUR OFFICE OF ADMISSIONS

For more information on how to apply, fees and our scholarship program visit our website: www.acg.edu/graduate or contact the Office of Admissions: +30 210 600 2208 · graduate@acg.edu
Online application: www.acg.edu

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Deree – The American College of Greece accepts students of any race, color and national or ethnic origin and does not discriminate in its programs