

# CPRL 636. PUBLIC RELATIONS MEASUREMENT,

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Credits: 3

Offered by: Global & Strategic Comm. (School of Continuing Studies)

Terms offered: Winter 2026

[View offerings for Winter 2026 in Visual Schedule Builder.](#)

## Description

How to use data, metrics, analytics and primary and secondary research in formulating, measuring and evaluating public relations strategies in each phase of the development process. Focus on formulating the measurement instruments needed to test effectiveness, and on interpreting and communicating the results thereof to management and other relevant stakeholders. The use of artificial intelligence (AI) in public relations such as in media monitoring, and how to collect, analyze and act on data of the attitudes and behaviours of key audiences.

- Corequisites: CPRL 533 or CPRL 633
- Restrictions: Only open to students enrolled in the Graduate Certificate in Strategic Public Relations and Communications Management.
- Course includes synchronous and asynchronous activities.

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

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