

BACHELOR OF COMMUNICATION STUDIES

Faculty of Fine Arts and Communications

MacEwan.ca/CommunicationDegree (<https://www.macewan.ca/wcm/SchoolsFaculties/FFAC/Programs/BachelorofCommunicationStudies>)

In our fast-paced world of evolving and conventional media, communication is key to interpersonal, organizational and career success. The Bachelor of Communication Studies (BCS) program provides students with a solid foundation in the fundamental skills of critical thinking, writing, editing, and research. Common coursework for professional communication and journalism majors builds a foundation in language, composition, visual communication, communication theory, communication law and research methods supported by a liberal arts framework. The courses in the majors offer depth, specialization, and choice. The minor provides additional scope and depth to your studies. The program offers many opportunities to integrate what you have learned in the classroom with real-life projects that engage the community and provide students with an enhanced learning experience. The field is forward-looking, and so is this program of studies.

Years one and two include common coursework for both professional communication and journalism majors that builds a foundation in language, composition, visual communication, communication theory, communication law, and research methods. Years three and four provide specialization in editing, strategic communication, technical communication or film studies (in the professional communication major), or in news gathering, digital media production, or film studies (in the journalism major).

Year three includes an ethical practice and portfolio course, followed by a professional field placement that includes BCSC 398 either/or BCSC 395. Students conclude year four with skills, experience and practical proof of their communication competency.

The Bachelor of Communication Studies program prepares students for strategic roles in business, traditional and new media, not-for-profit and public sector organizations: wherever clear, correct, and effective messages are valued. Confident in research methodology and contemporary communication theory, students are also ready for graduate studies in communication or a related field.

Career Potential

Graduates of MacEwan University's Bachelor of Communication Studies degree will have competency in critical problem solving, global awareness and cultural sensitivity, creativity, information and research literacy, and ethical and professional practice. These competencies will bring career success in a variety of positions – writer, editor, researcher, journalist, reporter, marketer, client or community relations practitioner, communications advisor, communications coordinator, public information officer, producer, social media contact, reviewer, analyst, commentator – and in many roles that have yet to be created. In 2011, Statistics Canada reported a healthy demand for employment in the information and communication fields, and in 2010, the Government of Alberta reported that hiring is robust for journalists and good for writers and editors.

Technology Integration for Creative Learning (TICL)

On entering the second year of the Bachelor of Communication Studies program, students in the Journalism major will need to purchase a Mac laptop and necessary software identified by the program. For specifications, refer to the program website or contact the university advisor.

Transferability Internal Opportunities

Graduates of the following MacEwan University programs may be granted credit towards the Bachelor of Communication Studies degree:

- Arts and Cultural Management diploma
- Journalism diploma
- Professional Writing diploma and applied degree
- Public Relations diploma

Graduates of the Bachelor of Communication Studies degree (all majors) may receive up to 30 credits to the Arts and Cultural Management diploma. Students are advised to consult a program advisor for specific admission requirements.

External Opportunities

All courses completed for the Bachelor of Communication Studies degree are credit courses and may be transferable individually toward further study at other Alberta institutions. For current, detailed information on individual course transferability, refer to the Learner Pathways System at www.transferalberta.ca or contact the receiving institution directly.

Contact Information

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Categories of Admission

Applicants may be admitted to one of the following:

Regular Admission

To be evaluated through the Office of the University Registrar

Applicants must have a minimum overall average of 65 percent, with no course grade lower than 50 percent, in the following high school courses:

1. ELA 30-1
2. Four subjects from Group A, B, C, or D

Notes:

- Applicants are strongly encouraged to present a broad range of subjects in order to benefit from the breadth of learning and to increase flexibility of future program and course choices.
- A maximum of two Group B subjects may be presented; they must be from different disciplines.
- A maximum of one Group D subject may be presented. Group D subjects used for admission must be 5-credit or any credit combination of at least 5 credits (e.g., two 3-credit subjects).

Applicants with nine or more post-secondary credits must also present a minimum Admission Grade Point Average (AGPA) of 2.0 on a 4.0 scale.

Mature Admission

To be evaluated through the Office of the University Registrar

Applicants must be 20 years of age or older and have been out of full-time high school at least one year by the beginning of the intake term. Applicants must have the following:

- ELA 30-1 with a minimum grade of 65 per cent (or equivalent) OR
- Six credits of university-level English with a minimum grade of C-

Applicants with nine or more post-secondary credits must also present a minimum Admission Grade Point Average (AGPA) of 2.0 on a 4.0 scale.

Previous Post-Secondary Work

To be evaluated through the Office of the University Registrar

Admission in this category does not imply or guarantee the transfer of any coursework and/or credential unless a block transfer agreement (internal or external) is in effect and published in the calendar by the Office of the University Registrar. In addition, transfer of coursework does not imply or guarantee that an applicant will be admitted.

Applicants must have successfully completed the following from a recognized institution:

- A minimum of 24 credits of university-level credits with a minimum Admission Grade Point Average (AGPA) of 2.0 on a 4.0 scale and must have completed the required core courses listed under the Regular Admission category.

Additional Admission Criteria

All applicants must meet the following:

1. English Language Proficiency

To be evaluated through the Office of the University Registrar

Applicable to All Admission Categories

All applicants must meet an acceptable level of English language proficiency. We will require official documents such as high school or post-secondary transcripts or proof of successful completion of standardized language evaluation. Full details are available in MacEwan University's academic calendar or online at MacEwan.ca/ELP (<http://MacEwan.ca/ELP>).

2. Other Admission Criteria

To be evaluated through the Program

Applicable to All Admission Categories

Applicants must complete a writing assessment.

- Writing Assessment – Applicants must achieve a minimum grade of 65 per cent on this written assessment.

Note:

- Graduates of MacEwan University Bachelor of Applied Communications in Professional Writing, Diploma in Professional

Writing and Journalism programs will not be required to write the program's writing assessment.

Program of Study

Course ID	Course Name	Credits
Core Courses		
BCSC 100	Grammar and Composition Foundations	3
BCSC 101	Communication and Human Interaction	3
ENGL 102	Analysis and Argument	3
ENGL 103	Introduction to Literature	3
BCSC 102	Introduction to Visual Communication	3
BCSC 200	Communication Theory	3
BCSC 202	Online Communication	3
BCSC 203	Introduction to Research Methods	3
BCSC 302	Multimedia Authoring	3
BCSC 307	Communication Law I	3
BCSC 306	Ethical Practice and Portfolio	3
BCSC 411	Advanced Research Methods	3
Total Credits		36

Breadth Requirements – Journalism

9 Credits must be at the senior level.

Course ID	Course Name	Credits
Humanities		6
Social Sciences		9
Sciences		6
Fine Art/Performing Arts		6
Total Credits		27

Breadth Requirements – Professional Communication

9 Credits must be at the senior level.

Course ID	Course Name	Credits
Humanities		6
Social Sciences		6
Sciences		6
Fine Arts/Performing Arts		6
Total Credits		24

Majors

- Journalism Major (<https://calendar.macewan.ca/programs-study/bachelor-degrees/bachelor-communication-studies/journalism-major>)
- Professional Communication Major (<https://calendar.macewan.ca/programs-study/bachelor-degrees/bachelor-communication-studies/professional-communication-major>)

Degree Regulations

Students are strongly encouraged to seek advice from a faculty or university advisor about fulfilling these degree requirements.

Declaration of a Major and a Minor

Students are advised to declare a major and a minor by the time they have completed 45 credits. Majors consist of 42 credits. Students can re-declare their major or minor if required.

Breadth Requirement

Students in the Professional Communication major and Journalism minor complete 24 credits of baccalaureate-level courses as outlined in the programs of study. A minimum of nine credits must be senior-level courses. Students in the Journalism major and Professional Communication minor complete 27 credits of baccalaureate level courses as outlined in the programs of study. A minimum of nine credits must be senior level courses.

Core Field Placement Requirements

All program students must successfully complete a field placement component to their Program of Study.

Journalism major students will complete BCSC 398, which is a three-credit, full-time or part-time 180-hour field placement, after successfully completing at least 84 out of 120 credits required for the degree, as well as BCSC 327: Online News Reporting. It is highly recommended, but not required, for journalism students to also complete BCSC 433: Advanced News Reporting.

Professional Communication major students will complete BCSC 395: Professional Field Placement and Practice, which is a three-credit, full-time or part-time 250-hour field placement with an academic course component, after successfully completing at least 84 out of 120 credits required for the degree.

The program will assist students in finding field placement opportunities; however, students are ultimately responsible for securing their own work placements, and all placements must be approved by the program. Students must comply with Policy C2060 Workplace Integrated Learning regarding their field placement.

Junior- and Senior-Level Courses

Courses numbered from 100 to 199 are considered junior level and courses numbered from 200 to 499 are considered senior level.

Senior-Level Coursework Requirements

A minimum of 72 credits of the total 120 program credits must be at the senior level. Additional courses at the 100-level will be declared extra to the 120 credits required to complete the degree and will not be counted toward fulfilment of graduation requirements.

Option Requirements

Students are required to complete 21 credits of major options. Journalism and Professional Communication minors must complete 18 credits of minor course work. Journalism minors must complete 6 credits of option courses. Professional Communication minors must complete 12 credits of option courses. Students must select from a list of BCSC option courses designed for each major and minor. Not all option courses are offered each term or year. These courses must be at the baccalaureate level.

Graduation Requirements

Graduation requirements are governed by the date on which students declare their major and minor. Students who declare their major and minor up to and including February 15 are bound by the requirements of the current academic year. Those students who declare after February

15 are bound by the programs of study and degree requirements of the upcoming calendar year published in the academic calendar.

Progression of Studies

Students are responsible for ensuring they fulfill the prerequisite and/or co-requisite requirements of courses taken to complete the Bachelor of Communication Studies degree.

Minimum Transfer Grade for Credit

A minimum grade of D is required for any transfer credit granted for the program. Courses in the Program of Study require a minimum grade of C- when the course is used as a prerequisite. Transfer credit decisions are final and cannot be appealed (See Policies C2030 and E3103).