

PROFESSIONAL COMMUNICATION MAJOR

Program of Study

Course ID	Course Name	Credits
Major Requirements		
BCSC 204	Foundations in Sustainability Communication	3
BCSC 215	Applied Communications	3
BCSC 216	Professional Communication	3
BCSC 253	Classical and Modern Rhetoric	3
BCSC 310	Strategic Communication Planning	3
BCSC 395	Professional Field Placement and Practice	3
BCSC 400	Intercultural Communication	3
BCSC 418	Organizational Communication Theory	3
Professional Communication Major Option Courses		
Select 21 credits of Option courses		21
Journalism Minor Requirements		
BCSC 201	Foundations of Journalism	3
BCSC 210	Introduction to News Reporting	3
BCSC 313	Intermediate News Reporting	3
BCSC 322	Interviewing Techniques ¹	
Journalism Minor Options		
Choose 6 credits from the following:		6
BCSC 320	Canadian Press and Society	
BCSC 323	Photojournalism	
BCSC 324	Arts and Culture Reporting	
BCSC 327	Online News Reporting: Journalism in the Digital Age	
BCSC 424	Reporting on Canadian Politics	
Total Credits		60

¹The required Journalism minor course, BCSC 322, will also be used toward the Professional Communication major options.

The minimum passing grade for a course at MacEwan University is a D unless otherwise noted next to the appropriate course in the program of study.

Professional Communication Major Options

Course ID	Course Name	Credits
BCSC 205	Introduction to Film Studies and Narrative	3
BCSC 207	Documentary Film Principles and Practices	3
BCSC 221	Writing to be Heard	3
BCSC 223	Introduction to Screenwriting	3
BCSC 241	Introduction to Technical Communication	3
BCSC 260	Substantive and Structural Editing	3
BCSC 282	Short Written Forms	3
BCSC 303	Popular Culture and Film Studies: Film Noir	3
BCSC 305	Popular Culture and Film Studies: Science Fiction	3
BCSC 308	Communication Law II	3
BCSC 322	Interviewing Techniques	3

BCSC 326	Rhetoric of Popular Culture	3
BCSC 328	Documentary Screenwriting	3
BCSC 330	Intermediate Strategic Communication	3
BCSC 331	Corporate Narrative	3
BCSC 332	Writing and Publishing Prose I	3
BCSC 340	Technical Communication for Digital Applications	3
BCSC 341	Literary Journalism	3
BCSC 342	Writing for Periodicals	3
BCSC 343	Introducing Creative Nonfiction	3
BCSC 352	The Media and the Message	3
BCSC 360	Magazine Editing	3
BCSC 361	Book Editing	3
BCSC 362	Print Culture Studies	3
BCSC 379	Public Affairs Data Journalism	3
BCSC 430	Advanced Strategic Communication	3
BCSC 431	Advanced Seminar in Strategic Communication	3
BCSC 432	Writing and Publishing Prose II	3
BCSC 440	Technical Communication: Safety Standards and Policies	3
BCSC 441	Technical Communication for Policy Writing	3
BCSC 452	Advanced Seminar in Technical Communication	3
BCSC 461	Publication Editing and Management	3
BCSC 462	Advanced Seminar in Editing and Publishing	3
BCSC 499	Innovation and Entrepreneurship: New Ventures in Digital Media	3

Course Substitutions

Credit Earned in:	May Be Substituted for Credit in Program Course:
ENGL 101	ENGL 102 & ENGL 103
PROW 100	BCSC 100
PROW 102	BCSC 282
PROW 104	BCSC 253
PROW 115	BCSC 203
PROW 117	BCSC 102
PROW 135	BCSC 215
PROW 204	BCSC 221
PROW 205	BCSC 301
PROW 210	BCSC 100
PROW 211	BCSC 100
PROW 224	BCSC 241
PROW 226	BCSC 340
PROW 228	BCSC 440
PROW 235	BCSC 260
PROW 240	BCSC 332
PROW 250	BCSC 216
PROW 302	BCSC 202
PROW 304	BCSC 326
PROW 307	BCSC 328
PROW 308	BCSC 223
PROW 310	BCSC 343
PROW 315	BCSC 331

PROW 316	BCSC 342
PROW 317	BCSC 352
PROW 318	BCSC 441
PROW 330	BCSC 432
PROW 331	BCSC 341
PROW 335	BCSC 360
PROW 336	BCSC 361
PROW 337	BCSC 362
PROW 338	BCSC 461
PROW 343	BCSC 310