

# PROFESSIONAL COMMUNICATION MAJOR - BACHELOR OF COMMUNICATION STUDIES

## Overview

The major in Professional Communication gives students a strong foundation in writing, editing, research and rhetoric. Option courses allow students to specialize in strategic communication, editing and publishing, or technical communication.

## Bachelor of Communication Studies

*Faculty of Fine Arts and Communications*

MacEwan.ca/CommunicationDegree (<https://www.macewan.ca/academics/programs/bachelor-of-communication-studies/>)

In our fast-paced world of evolving and conventional media, communication is key to interpersonal, organizational and career success. The Bachelor of Communication Studies 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 minors provide 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 1 and 2 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 3 and 4 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 3 includes an ethical practice and portfolio course, followed by a professional field placement that includes BCSC 395 or BCSC 398. Students conclude year 4 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 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.

## 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 (<https://www.macewan.ca/academics/programs/bachelor-of-communication-studies/>) or contact an advisor.

## Contact Information

communicationdegree@macewan.ca

## Degree Requirements

Program Element	Description	Credits
Core Requirements	Students complete 30 credits of Communication courses and 6 credits of English courses.	36
Breadth Requirements	Students complete 24 to 27 credits of breadth requirements, depending on their major and minor. In addition, students must take at least three credits of an Indigenous-related course to fulfill the breadth requirement. Consult your academic adviser for a list of approved courses.	24-27
Major Requirements	Students complete 24 to 27 credits of required courses in their chosen major. The number of required courses varies by major.	24-27
Minor Requirements	Students complete 12 to 18 credits in their chosen minor.	12-18
Options	Students complete 15 to 21 credits of options, which vary by major and minor.	15-21
<b>Total Credits</b>		<b>120</b>

## Core Requirements

Code	Title	Credits
BCSC 100	Grammar and Composition Foundations	3
BCSC 101	Interpersonal Communication	3
BCSC 102	Introduction to Visual Communication	3
BCSC 200	Communication Theory	3

BCSC 203	Introduction to Research Methods	3
BCSC 206	Introduction to Audio and Video (BCSC 206 is now a shared core replacing BCSC 202)	3
BCSC 302	Online Content Production	3
BCSC 306	Ethical Practice and Portfolio	3
BCSC 307	Communication Law I	3
BCSC 411	Advanced Research Methods	3
ENGL 102	Analysis and Argument	3
Choose 3 credits of ENGL from the following:		3
ENGL 103	Approaches to Literature: Trends and Traditions	
ENGL 104	Approaches to Literature: Narrative Across Media	
ENGL 105	Approaches to Literature: Contemporary Literature and Culture	

**Total Credits** **36**

### Course Substitutions

#### List of Course Substitutions

Credit Earned in:	May Be Substituted for Credit in Program Course:
BCSC 301	BCSC 307
BCSC 433	BCSC 412
JOUR 106	BCSC 210
JOUR 108 or JOUR 156	BCSC 313
JOUR 150	BCSC 211
JOUR 152	BCSC 320
JOUR 154	BCSC 323
JOUR 155	BCSC 424
JOUR 251	BCSC 311
JOUR 257	BCSC 423
JOUR 258	BCSC 325
JOUR 259	BCSC 398
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 or BCSC 307
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

## Major Requirements

Breadth Element	Description	Credits
Humanities *	CLAS, CHIN, CRWR, ENGL (other than ENGL 102, ENGL 103, ENGL 104, ENGL 105), FREN, GERM, GREK, HUMN, HIST, NEHI, PHIL, JAPN, SPAN	6
Social Sciences *	ANTH, ECON, GEND, INDG, POLS, PSYC, SOCI	6
Sciences	ASTR, BIOL, CHEM, CMPT, EASC, MATH, PHYS, PSYC, STAT, SUST 201, ZOOL, HLST 210	6
Fine Arts/Performing Arts *	AGAD, ARTE, CLAS (CLAS 252 or CLAS 353), CRWR, DESN, DRMA, MUSC, THAR, THPR	6

\*  
3 credits of the Indigenous course requirement must be fulfilled from the approved course list within the Bachelor of Communications department. Please consult your academic advisor.

Code	Title	Credits
<b>Major Requirements</b>		
BCSC 204	Foundations in Sustainability Communication	3
BCSC 215	Proofreading and Copyediting	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
<b>Minor Requirements</b>		
Students complete 18 credits from their chosen minor. The specific minor requirements are listed below.		18
<b>Major Options</b>		
Students choose 18 credits of major options.		18
<b>Breadth Requirements</b>		

Students choose 24 breadth requirements from the following categories: 6 credits from Humanities, 6 credits from Social Sciences, 6 credits from Sciences, and 6 credits from Fine Arts/Performing Arts. A minimum of 9 credits must be at the senior level.

**Total** **84**

### Minor Requirements

#### Digital Experience Design Minor

The Digital Experience Design minor is a competitive minor. Students will need to have completed or be enrolled in DESN 242 before declaring a DXD Minor. The program consists of 18 non-duplicative credits. Courses used for DXD minor cannot be used to fulfill other major or minor requirements.

Code	Title	Credits
<b>Minor Requirements</b>		
DESN 242	Introduction to Digital Experience Design for Non-Designers	3
DESN 342	Digital Experience Design Theory, Methods, and Issues	3
DESN 344	Interaction Design I	3
DESN 442	Information Architecture	3
<b>Minor Options</b>		
Choose 6 credits from the following:		6
DESN 340	Web Design & Development I	
DESN 440	Web Design & Development II	
DESN 444	Interaction Design II	
DESN 445	Service Design	

**Total Credits** **18**

#### Film Minor

Code	Title	Credits
<b>Minor Requirements</b>		

Choose 3 credits from the following: 3

BCSC 205 Introduction to Film Studies and Narrative  
or ENGL 288 Introduction to Film Narrative

#### Minor Options

Choose 15 credits from the following: <sup>1</sup> 15

BCSC 206	Introduction to Audio and Video	
BCSC 207	Documentary Film Principles and Practices	
BCSC 223	Introduction to Screenwriting	
BCSC 303	Popular Culture and Film Studies: Film Noir	
BCSC 305	Popular Culture and Film Studies: Science Fiction	
BCSC 328	Documentary Screenwriting	
CLAS 200	Classics and Film: Classical Reception in the Cinema	
ENGL 386	Studies in Screen Narrative	
ENGL 387	Studies in Film Adaptation	
ENGL 388	Topics in Film Studies	
MUSC 416	Scoring for Film and Other Visual Media	
PHIL 383	Philosophy of Film	
SPAN 322	Contemporary Spanish and Latin American Films	
SPAN 350	Magical Realism, Subversion and Sexuality in Hispanic Films and Literature	

**Total Credits** **18**

<sup>1</sup> Year to year different topics courses may be permitted for use towards the 15-credit requirement. These courses include BCSC 426, CRWR 404, ENGL 219, ENGL 364, ENGL 368, ENGL 382, ENGL 391, ENGL 398, ENGL 401, ENGL 489, ENGL 498, MUSC 424, and MUSC 427. Please refer to the Film Minor webpage for more information.

### Graphic Design

Code	Title	Credits
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The Graphic Design minor is a competitive minor that consists of 18, non-duplicative credits. Courses used for Graphic Design minor cannot be used to fulfill other major or minor requirements.

*The following 4 courses are required:*

DESN 110	Design Studio I: Visual Organization, Composition and Visual Language	3
DESN 120	Design Software I	3
DESN 131	Typography I	3
DESN 203	Concept Visualization	3
<i>Students also choose 2 from the following options:</i>		
DESN 150	Image Structure and Meaning	3
DESN 171	History of Visual Communication Design	3
DESN 205	Design Studio II: Process, Audience, and Context	3
DESN 220	Design Software II	3
DESN 250	Introduction to Photography	3
DESN 260	Introduction to Video	3

### Journalism Minor

Code	Title	Credits
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#### Minor Requirements

BCSC 201	Foundations of Journalism	3
BCSC 210	Introduction to News Reporting	3
BCSC 322	Interviewing Techniques <sup>1</sup>	3
BCSC 397	Digital News Publishing I	3

#### Minor Options

Choose 6 credits from the following: 6

BCSC 320	News, Media and Democracy: Understanding Information in the 21st-Century	
BCSC 323	Photojournalism	
BCSC 327	Online News Reporting: Journalism in the Digital Age	
BCSC 424	Reporting on Canadian Politics	

**Total Credits** **18**

### Major Options

Students choose options from the list below. Options may not be offered every year and are subject to space availability. If courses are required by a specific minor, they cannot also be used as options.

#### Professional Communication Major Options

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 365	Editing and Publishing Poetry	3
BCSC 379	Public Affairs Data Journalism	3
BCSC 380	Independent Study in Communications	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	Production Editing and Publication Management	3
BCSC 462	Advanced Seminar in Editing and Publishing	3
BCSC 480	Advanced Independent Study in Communications	3
BCSC 499	Innovation and Entrepreneurship: New Ventures in Digital Media	3

## 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 declare their major and minor at the time of application. Students may redeclare their major and minor if required. Students are advised to redeclare by the time they have completed 45 credits or earlier. Students are advised to seek advice from the Academic Advisor before redeclaring their major and minor.

### Breadth Requirement

Students in the Professional Communication major complete 24 credits of baccalaureate-level courses and students in the Journalism major complete 24 to 27 credits of baccalaureate-level courses, as outlined in the Program of Study. A minimum of nine credits must be at the senior level in each major. In addition, students must take at least three credits of an Indigenous-related course to fulfill the breadth requirement. Consult your academic adviser for a list of approved 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 412 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 the Workplace Integrated Learning Policy 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 fulfillment of graduation requirements.

### Option Requirements

Students are required to complete between 15 and 21 credits of major options. Students in the Professional Communication major complete 15 to 21 credits of major options, depending on their chosen minor, and students in the Journalism major complete 18 credits of major options. 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.

### 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).

## Program Learning Outcomes

1. Demonstrate a critical understanding of the discourses of communication and cultural studies.
2. Employ research strategies to gather, evaluate, and integrate information into communication formats.
3. Develop a sustained argument using appropriate rhetorical strategies and use generative and organizational heuristics to achieve clarity, precision, and coherence in all communication.
4. Demonstrate effective decision making.
5. Create original work that benefits from peer editing and the conscious integration of creative strategies.
6. Communicate effectively, reliably, and accurately—orally, in print, and online—to a variety of audiences.
7. Apply ethical frameworks and codes against which to evaluate personal judgments, moral reasoning, and best practice, including those related particularly to research, editing, journalistic standards, professional communication, and publishing.
8. Demonstrate knowledge of ethical practice through analysis issues such as fairness, truth, and responsibility.
9. Demonstrate an informed understanding of the social consequences resulting from the widespread use of information, communication technologies, and media convergence.
10. Study and demonstrate an understanding of best practice as a communication professional and professional journalist through a critical self-evaluation of individual competency and the formulation of an individual professional development plan to address this constructive self-analysis.
11. Demonstrate initiative, personal responsibility, accountability, academic integrity, and social responsibility.
12. Work collaboratively with others.

## Professional Communication Major Learning Outcomes

1. Use classical and modern rhetorical principles to assess the effectiveness of arguments and messages in their historical, cultural, political, and communication contexts, and to produce logical and compelling original arguments.
2. Use tactical tools to produce and edit a variety of engaging messages in audio, visual, and written formats, in both print and digital media.
3. Use strategic analysis to craft targeted messages and select appropriate media to serve a variety of prioritized audiences.
4. Analyze and evaluate the impact of intercultural, legal, technological, and epistemological influences on individuals and diverse social groups and debate key issues and controversies in the discourses of communication, technology, and media studies.
5. Build on foundational research methods and information literacy principles to a more advanced level so as to generate, interpret, and integrate qualitative and quantitative research from both primary and secondary sources into communication.
6. Continue to build awareness and demonstration of the standards of professionalism and ethical practice required of professional communicators in civil society: self-awareness and initiative, interpersonal and intercultural communication, collaboration, organizational behaviour, and ethical practice.

## Admission Requirements

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 university-level 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 university-level 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/>).