

PUBLIC RELATIONS MAJOR - BACHELOR OF COMMUNICATION STUDIES

Overview

The major in Public Relations delivers practical skills, critical thinking, and problem solving, ensuring that graduates are job ready for high-demand roles. Core coursework includes digital storytelling, as well as integrated marketing communications, internal communication, strategic communication planning, and issues management. Option courses, which allow students to customize their studies, include arts and culture, data journalism, project management, media relations, and editing.

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, public relations 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 the option to specialize 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. 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, public relations advisor, 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 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 credits of required courses in their chosen major. The number of required courses varies by major.	24
Minor Requirements	Students complete 12 to 18 credits in their chosen minor.	12-18
Options	Students complete 18-24 credits of options, which vary by major and minor.	18-24
Total Credits		120

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	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

Credit Earned in:	May Be Substituted for Credit in Program Course:
PROW 100 or PROW 210 or PROW 211	BCSC 100
PROW 117	BCSC 102
PROW 115	BCSC 203
BCSC 301	BCSC 307
JOUR 106	BCSC 210
PROW 135	BCSC 215
PROW 204	BCSC 221
PROW 104	BCSC 253
PROW 343	BCSC 310
JOUR 152	BCSC 320
JOUR 258	BCSC 325
PROW 315	BCSC 331

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, INTD, 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, INTA, INTD, 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
Major Requirements		
PREL 213	Business Fundamentals for Communicators	3
PREL 230	Public Relations Fundamentals and Practice	3
PREL 233	Media Relations and Mass Media	3
PREL 238	Public Relations & Digital Media	3
PREL 240	Integrated Marketing Communications	3
PREL 241	Writing for Public Relations	3
PREL 242	Internal Communications and Organizational Dynamics	3
PREL 246	Issues and Reputation Management	3
BCSC 310	Strategic Communication Planning	3
BCSC 395	Professional Field Placement and Practice	3
BCSC 400	Intercultural Communication	3
BCSC 426	Advanced Seminar in Journalism	3
BCSC 430	Advanced Strategic Communication	3

Minor Requirements

Students complete 18 credits from their chosen minor. The specific minor requirements are listed below. 18

Major Options

Students choose 21 credits of options, depending on their minor. The specific option requirements by minor are listed below. 21

Breadth Requirements

Students choose 24 credits of breadth requirements, depending on their minor. The specific breadth requirements by minor are listed below: 24

Professional Communication Minor: Students choose 27 credits of breadth requirements from the following categories: 6 credits from Humanities, 9 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. 27

All Other Minors: Students choose 24 credits 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. 24

Total Credits **87**

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
Minor Requirements		
DESN 242	Introduction to Digital Experience Design for Non-Designers	3
DESN 342	Digital Experience Design and Usability: Methods and Practices	3

DESN 344	Interaction Design I	3
DESN 442	Information Architecture and Content Strategy	3
Minor Options		
Choose 6 credits from the following:		6
DESN 243	Digital Experience Design History, Theories and Issues	
DESN 340	Web Design & Development I	
DESN 345	Service Design Seminar: Principles and Concepts	
DESN 347	Immersive Learning I	
DESN 440	Web Design & Development II	
DESN 444	Interaction Design II	
DESN 445	Service Design Studio: From Research to Solutions	
DESN 447	Immersive Learning II	
Total Credits		18

Film Minor

Code	Title	Credits
Minor Requirements		
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: ¹		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	
BCSC 450	Video Production	
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

¹ Year to year, different topics courses may be permitted for use towards the 15-credit requirement, at the discretion of the department. These courses may include, but are not limited to BCSC 426, CRWR 317, 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
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
Students also choose 2 from the following options:		
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	Video Production I	3
DESN 261	Motion Graphics I	3

Journalism Minor

Code	Title	Credits
Minor Requirements		
BCSC 201	Foundations of Journalism	3
BCSC 210	Introduction to News Reporting	3
BCSC 322	Interviewing Techniques	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	
BCSC 450	Video Production	
Total Credits		18

Professional Communication Minor

Code	Title	Credits
Minor Requirements		
The following courses, also listed under Core Requirements, are used for the Core Requirements and the Professional Communication minor requirements		
BCSC 100	Grammar and Composition Foundations	3
BCSC 200	Communication Theory	3
Minor Options		
Complete BCSC 307 and 9 credits from the following list: ¹		12
BCSC 215	Proofreading and Copyediting	
BCSC 216	Professional Communication	
BCSC 241	Introduction to Technical Communication	
BCSC 253	Classical and Modern Rhetoric	
BCSC 260	Stylistic and Structural Editing	
BCSC 310	Strategic Communication Planning	
BCSC 326	Rhetoric of Popular Culture	
BCSC 340	Technical Communication for Digital Applications	
BCSC 352	The Media and the Message	
BCSC 360	Magazine Editing	
BCSC 361	Book Editing	
BCSC 362	Print Culture Studies	

BCSC 365	Editing and Publishing Poetry
BCSC 400	Intercultural Communication
BCSC 418	Organizational Communication Theory
BCSC 440	Technical Communication: Safety Standards and Policies
BCSC 441	Technical Communication for Policy Writing
BCSC 461	Production Editing and Publication Management
Total Credits	18

¹ In addition to the 9 credits of Professional Communication minor options to be taken, the core required course, BCSC 307, will also be included for a total of 12 credits of minor options.

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.

Public Relations Major Options

AGAD 209	Publicity and Media Relations in the Arts	3
INTA 210	The Arts in Culture	3
INTA 362	First Peoples and The Arts	3
BCSC 201	Foundations of Journalism	3
BCSC 210	Introduction to News Reporting	3
BCSC 215	Proofreading and Copyediting	3
BCSC 221	Introduction to Public Speaking	3
BCSC 253	Classical and Modern Rhetoric	3
BCSC 320	News, Media and Democracy: Understanding Information in the 21st-Century	3
BCSC 322	Interviewing Techniques	3
BCSC 325	Radio News and Documentaries	3
BCSC 327	Online News Reporting: Journalism in the Digital Age	3
BCSC 331	Corporate Narrative	3
BCSC 379	Public Affairs Data Journalism	3
BCSC 418	Organizational Communication Theory	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 at the time of application. Students declare their minor once they have started the program within the appropriate declaration window. 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 and Public Relations majors 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 students will complete a Work-Integrated Learning course during their program.

Professional Communication and Journalism major students will complete BCSC#395#Professional Field Placement and Practice, which is a three-credit, full-time or part-time 180-hour field placement with an academic course component, after successfully completing at least 84 out of 120 credits required for the degree, as well as BCSC 306 Ethical Practice and Portfolio.

Public Relations major students will complete PREL 250 Professional Practicum, which is a three-credit, eight-week field placement. Students are recommended to discuss course prerequisites and requirements before enrolling.

It is highly recommended, but not required, for Journalism major students to also complete BCSC 412 Advanced News Reporting before enrolling in BCSC 395 Professional Field Placement and Practice.

The program will provide guidance 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 fulfilment of graduation requirements.

Option Requirements

Students are required to complete between 18- 24 credits of major options. Students in the Professional Communication major complete 18 credits of major options, students in the Public Relations major complete 21 credits of major options, and students in the Journalism major complete 18 -24 credits of major options, depending on their chosen minor. 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. The declaration deadlines for competitive and non-competitive majors and minors can be found on the Academic Schedule (<https://calendar.macewan.ca/academic-schedule/current/>).

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 broad theoretical, historical, and applicable knowledge of public relations.
2. Apply concepts, theories and best practices to professional public relations.
3. Demonstrate a strong knowledge of, and commitment to, the ethical practice of professional communication.
4. Demonstrate a solid understanding of communication law.
5. Employ strong research methodology and techniques to properly analyze and address complex issues and crises.
6. Apply research findings to create effective strategic communication plans, messages and activities.
7. Develop the ability to write clearly, concisely and persuasively in styles that conform to industry standards and/or the needs of a given audience.
8. Apply communication technology concepts and theories to produce appropriate messaging across various communication vehicles.

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)

- 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/>).