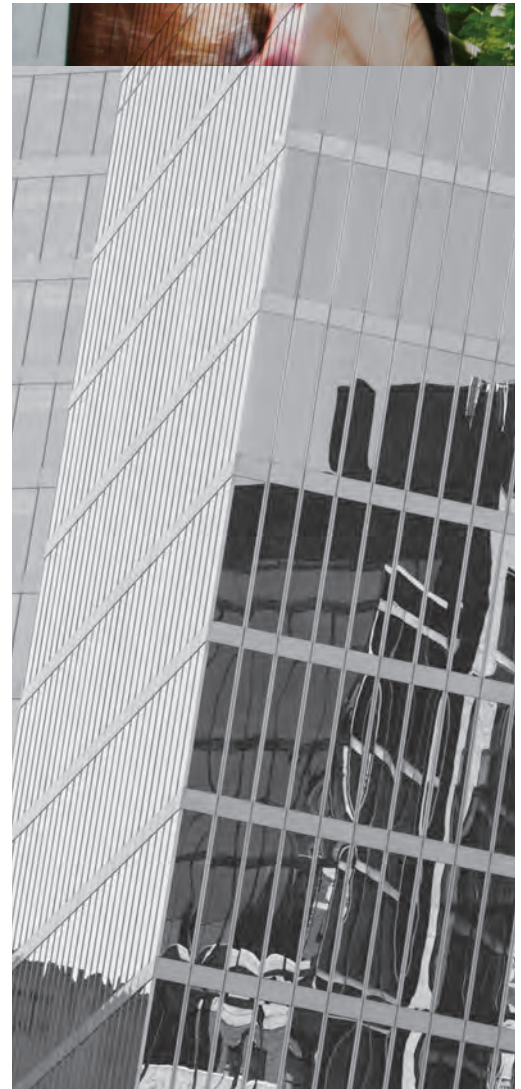




Communication

Skills for the 21st century



FACEBOOK. BILLBOARDS. DIRECT MAIL. TV. TWITTER. PINTEREST. ITUNES. INSTAGRAM. DOCUMENTARIES. YOUTUBE. MAGAZINES. ANDROID. BLOGS. CONTENT STRATEGY. RADIO. QR CODES. MOBILE. DIGITAL STORYTELLING. WEBSITES. WORDPRESS. YELP. NEWSPAPERS. E-MAIL. PRESS RELEASES. GOOGLE PAID SEARCH. PROPAGANDA. KEYWORDS. GOOGLE+. TABLETS. FOURSQUARE. MEDIA KITS. EDITING. SMS. CHANNELS. CHAT. RSS. POSTERS. PODCASTS. SOCIAL NETWORKS. APPS. SNAPCHAT. PRODUCT PLACEMENT. MCLUHAN. INTERNET. PUBLIC RELATIONS. FREEDOM OF INFORMATION.

It's your world. Make sense of it.

THINK. SPEAK. DO.

Today, there is unprecedented demand for communication skills in the workplace. Are you a talker, a networker, an advocate, a culture vulture, an activist, a writer, a storyteller? Learn how to sharpen these skills and create your own career in a fast-paced, ever-changing field.

YOUR DREAM JOB

Public relations. Advertising. Journalism. New Media. Mediation. Media relations. Advocacy. Political communication. Media campaigns. The communications field is as diverse as it is energetic. And it draws on creative talent, critical thinking and applied skills at all levels. Think about it. Communication is about making connections, shaping images, creating impressions, building understandings, bridging distances and making change. And it's not something that there's just one type of job for. Everyone does it. And everyone needs it. The core skills, knowledge and abilities that you gain in Capilano's communication programs prepare you for these possibilities.

CAREER PATHS

corporate communications director ▪ public relations specialist ▪ speech writer ▪ policy analyst ▪ copywriter ▪ creative director ▪ editor ▪ publisher ▪ marketing ▪ media strategist ▪ media planner ▪ stakeholder relations manager ▪ copy editor ▪ communications project coordinator ▪ event planner

PROGRAMS AT A GLANCE

Bachelor of Communication Studies

120 credits, full- or part-time

Communication Studies Diploma

60 credits, full- or part-time

THEORY AND PRACTICE COMBINE TO MAKE YOU JOB READY

Our Bachelor of Communication Studies degree combines theory and practice in a project-based curriculum. The theory component gives you the big picture view, and the practical aspect provides you with hands-on learning so that you understand the specific techniques and processes involved in communication. You'll create media kits, devise media strategies and create a multi-faceted campaign around an issue or organization. You'll even get to produce a mini-documentary. You'll also enhance your research skills through an undergraduate thesis, in which you plan, conduct, write and present original research of your choice.

FOCUS ON SPECIFIC SKILLS NOW

Aren't ready to commit to a four-year degree? Try the diploma program. We emphasize applied skills—especially those essential for today's communication professions. Learn to write proposals, web content, promotional pieces, presentations and more.

One School. Many Worlds.

Here's just a taste of what you will study:

- Public relations
- Visual communication
- Cultural criticism
- Understanding television
- Research methods
- Interviewing techniques
- Magazine article writing
- Magazine editing
- Negotiation
- Strategic communication
- Cultural industries in Canada
...and more

Get into career gear:

- Enhance your writing, editing and design skills with hands-on learning
- Learn skills that are in demand in any work setting: report writing, web content preparation, and public speaking
- Specialize in valuable areas such as media relations or magazine production
- Showcase your skills to employers: in the degree program you build a portfolio that highlights your skill set
- Complete a practicum in the communications, publishing or media industry to gain the real-world experience employers want
- Develop extensive research skills by completing an undergraduate thesis

FIND OUT MORE

School of Communication
Capilano University
604.990.7939
cmns@capilanou.ca
capilanou.ca/cmns