

Bachelor of Arts in Professional Communication



School of Professional Communication

Rogers Communication
Centre (RCC)
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For any undergraduate
inquiries please contact:

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The School of Professional Communication (ProCom) is located at Ryerson University in the heart of downtown Toronto, Ontario, Canada.

Professional Communication is the study and practice of written, oral, visual and media communication practices within organizations or fields such as healthcare, law, government, business, advertising, science, and technology.

The Program

The ProCom BA is a progressive course of study leading from foundational through intermediate and advanced investigation of the theory and practice of communication. The program introduces undergraduates to the terminology, marketplace, employment practices, and issues of their discipline while cultivating their professionalism.

Streams

Students can follow a generalist path or design a customized program based on personal interest and career goals, within the following streams:

- Organizational/corporate/nonprofit charitable
- New media/technical communication
- Governance/public policy/international communication
- Science/health communication

It is the responsibility of each full-time undergraduate student to access the new Full-time Undergraduate Course Calendar, each year, and follow the curriculum as stated. www.ryerson.ca/calendar

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Please refer to the current program calendar to view course descriptions and elective tables: www.ryerson.ca/calendar

Consult the Open Elective Table Restrictions when selecting open elective courses.

Year 1- Commencing Fall 2013

REQUIRED

- CMN 210 Text, Image, and Sound
- CMN 279 Introduction to Professional Communication

PROFESSIONAL: Two courses from Table I

PROFESSIONALLY-RELATED: Two course from Table II

OPEN ELECTIVE: Three courses from Open Elective Table

LIBERAL STUDIES: One course from Table A

Year 2

REQUIRED

- CMN 215 Message, Modalities, and Media
- CMN 216 Communication Revolutions
- CMN 222 Digital Discourse and Design
- CMN 314 Professional Presentations
- CMN 448 Introduction to Visual Communication

PROFESSIONAL: One course from Table I

PROFESSIONALLY-RELATED: One course from Table II

OPEN ELECTIVE: One course from Open Elective Table

LIBERAL STUDIES: Two courses from Table A

Year 3

REQUIRED

- CMN 315 Issues in Communication and the Workplace
- CMN 323 Introduction to Professional Practice
- CMN 324 Strategic Storytelling in Industry
- CMN 325 New Media in the Workplace

PROFESSIONAL: Two courses from Table I

OPEN ELECTIVE: Two courses from Open Elective Table

LIBERAL STUDIES: Two courses from Table B

Year 4

REQUIRED

- CMN 402 Theorizing Communication
- CMN 480 Research Methods in ProCom I
- CMN 490 Research Methods in ProCom II

PROFESSIONAL: Three courses from Table I

OPEN ELECTIVE: Three courses from Open Elective Table

LIBERAL STUDIES: One course from Table B