



**Bachelor of Arts  
in Media and Communication**



## About University Canada West

University Canada West (UCW) is a university with a clear vision—to put its students at the heart of everything. From the first moment you step on campus to your graduation, every experience UCW offers is tailored to give you the best possible start in your career.

UCW has established itself as a premium provider of higher education, thanks to an unwavering focus on the student experience. We foster an academically stimulating environment that produces consistently successful and well-prepared graduates in North America.

Our classes are kept small, so you'll always get to know your classmates and benefit from the one-to-one time you need with your professors. And speaking of our professors, these industry experts don't just recite a syllabus—they use their years of experience to bestow the knowledge and skillset needed to succeed in a competitive marketplace.

## Memberships and Designations

Memberships and designations are an important part of any university – they serve as testament to the quality of education it provides. At UCW, we are immensely proud to have been recognized by the following bodies, for our services to higher-education in Canada.

The Education Quality Assurance (EQA) designation identifies BC public and private post-secondary institutions that have met or exceeded provincial government-recognized standards for quality assurance and consumer protection. University Canada West has received permission from EQA to use its seal on its materials.

University Canada West has been awarded a Certificate of Candidacy for Accreditation with the Accreditation Council for Business Schools and Programs (ACBSP). ACBSP accredits business, accounting, and business-related programs at the associate, baccalaureate, masters, and doctoral degree levels worldwide.

University Canada West is a member of the BC Transfer System (BCCAT) with hundreds of credit transfer arrangements to other post-secondary institutions.

Imagine Education au/in Canada is a joint program by Foreign Affairs and International Trade Canada (DFAIT) and the Council of Ministers of Education Canada (CMEC). The brand signals that its holder consistently provides high-quality education programs, deals with international students in accordance with recognized codes of practice, and is subject to quality assurance mechanisms that monitor adherence to set standards.



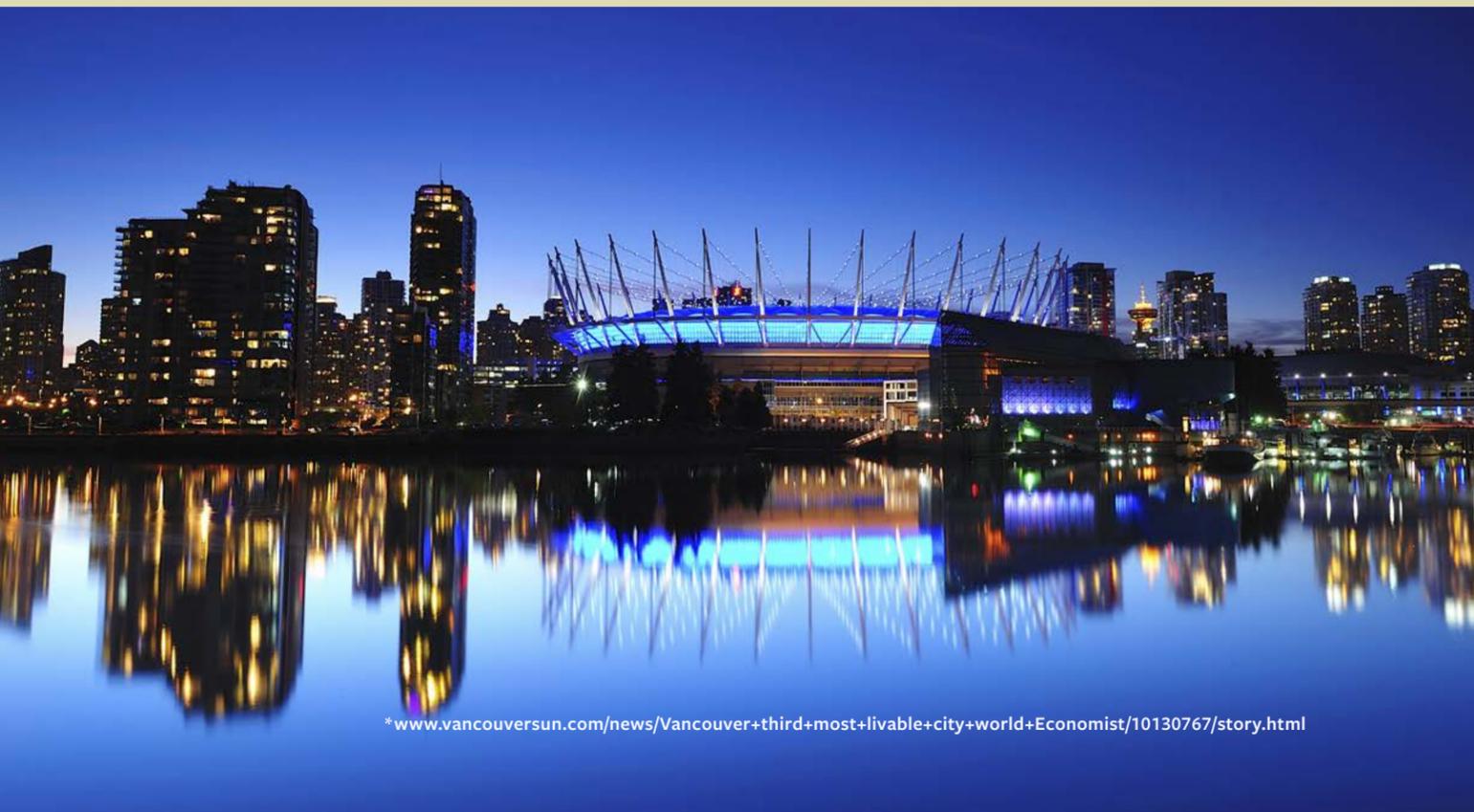


## Life in Vancouver

*“Vancouver is Manhattan with mountains.”* - The New York Times.

When you study with UCW, you'll find out why this beautiful city was voted the 3<sup>rd</sup> best city to live by The Economist\*. From pristine oceans and beautiful mountains to its place as a modern city of commerce, Vancouver is an exciting, multicultural and sleepless metropolis.

Nestled in the heart of the city, our campus is centrally located in a historic office tower. It's easily accessible by transit, and you'll feel right at home surrounded by coffee shops, restaurants, entertainment, shopping centres and gym facilities.



\*[www.vancouversun.com/news/Vancouver+third+most+livable+city+world+Economist/10130767/story.html](http://www.vancouversun.com/news/Vancouver+third+most+livable+city+world+Economist/10130767/story.html)

## What makes UCW different?

### Career-focused education

The relevance of what you're learning is of paramount importance to us at UCW. Syllabuses can become dated quickly, especially in the fast-moving environments our programs focus on. That's why we design our programs to meet the needs of the market, ensuring you'll receive the most relevant education possible.

Our faculty are leaders in both education and industry – experts who have excelled in their field – and we use this to your advantage. They will provide you with case studies, context for your study, even stories about their time on the job – anything and everything that will give you a more complete understanding of the industry you wish to enter.

We also pledge to support you every step of the way with a dedicated careers team, who will answer any questions you may have. They'll provide you with resume advice and even help you prepare for job interviews.

### Exciting campus life

Our campus is situated in one of Canada's most beautiful cities, and we make the most of everything Vancouver has to offer. Quite aside from the stunning scenery – you'll study close to crystal-clear ocean and towering mountains – Vancouver is famous as a city of commerce. Many of the world's biggest companies have offices within walking distance of our downtown campus, providing you with unparalleled access to a network of prospective employers.

### Experienced faculty

Our faculty is selected for their demonstrable teaching excellence, their ability to nurture new talent by developing strong relationships with their students, and their knowledge of the real-world applications.

And of course, they also have extensive experience in the world of business; many of our professors have strong ties to Canada's leading companies, a position that affords you enviable insight into what they're teaching.

### Faster course completion

Our programs consist of four compressed terms per year, a unique system that minimizes the time you have to spend studying before landing your dream job. When combined with our commitment to recognizing previously earned university credits, you may find yourself completing your program quicker than you thought possible.

## Bachelor of Arts in Media and Communication

In this 120-credit program, you'll develop core skills in writing and research, a comprehensive understanding of media and communication, and an appreciation of how they function in the modern world of business.

Our Bachelor of Arts in Media and Communication is organized into four tiers, allowing for clear progression. Each tier delivers a core level of knowledge, thinking, and operational skills that set a solid foundation for the next tier.

### Why Bachelor of Arts in Media and Communication?

- Learn to evaluate the effectiveness and integration of all types of media and communication.
- Demonstrate media research techniques and methodologies.
- Create ethically and legally sound content for a variety of mediums and markets.
- Integrate media and content to communicate persuasively to specific audiences.
- Apply media methods to business problems and contexts.

## Course Structure

### Tier 1 University Foundation

- Introduction to Anthropology
- Introduction to Business
- Mass Media and Society
- Introduction to Ecology
- Academic Writing
- Contemporary Literature: Drama and Narrative
- Foundation Mathematics
- Moral Philosophy
- Fundamentals of Psychology

### Tier 3 Disciplinary Applications

- Social Media
- Legal and Ethical Issues in Mass Media
- Technical Writing and Business Communications
- Professional Communications –Written and Oral
- Media and Government
- Public Relations in Practice and Theory
- Research Methodology

### Tier 2 Disciplinary Foundation

- Business Environment
- Communications Theory
- Information Gathering
- Writing for the Media
- Visual Communications in Mass Media
- Statistics
- Marketing Management
- Organizational Behaviour

### Tier 4 Integrative Applications

- Communication Strategy [NEW]
- Communication Capstone 1 [NEW]
- Communication Capstone 2 [NEW]

## Intakes

January, April, July, September

## Entry Requirements

- Canadian High School (Grade 12) diploma or equivalent with an overall average of 65% or better

OR

- Twenty-one (21) years of age or older and out of high school for at least two years, and
- Documented success through academic, professional or volunteer activities

AND

- IELTS - 6.5 or better with a minimum of 6.0 in the writing band and no band less than 5.5 or equivalent documentation of English proficiency.\*

*\*Applicable to students whose English is not an applicant's first language.*

## University Access Program

This English program covers everything you need for higher level education in an English speaking environment. It focuses on academic skills including essay writing, research methods, note taking and critical thinking.

You can complete an English pathway program in order to meet the English proficiency requirements of the Bachelor of Arts in Media and Communication program.

### Entry Requirements

- 6.0 IELTS or equivalent for 3 months duration
- 5.5 IELTS or equivalent for 6 months duration
- 5.0 IELTS or equivalent for 9 months duration

## How to apply

Does this program sound like the perfect fit? Then we'd love to hear from you.

To find out how you can enroll into this program, email: [info@ucanwest.ca](mailto:info@ucanwest.ca) or call one of our dedicated advisors on +1 778 655 3702

### University Canada West

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