

MEDIA COMMUNICATIONS (MCOM)

Use your storytelling talent to create your destiny.

Are you a storyteller? Take your talent to the next level and master the skills you need to communicate across a variety of platforms. From blogs to YouTube to podcasts and social media, storytelling is constantly evolving.

Through courses in photography, web design, videography, and strategic writing, you'll learn to transform your passion for communication into marketable skills that meet industry demands, and then showcase your work in an online portfolio. Earn the freedom to work for yourself or as part of a marketing or communications team in an organization.

Program highlights

- Learn multifaceted skills that meet communications industry demands
- Option to continue studies in Cambrian's 1-year Public Relations graduate certificate program or in university
- Annual online portfolio exhibit showcases your work

Program of study for 2024-25 Academic Year

Semester 1		Credits
ART 1006	Digital Design I	4
COM 1007	MS Office for Communications	3
COM 1020	Introduction to Media Communications	3
COM 1060	Workplace Communication Skills	3
PHT 1005	Digital Imaging I	3
SSC 1000	Media and Current Events ¹	3
One General Education Course. ¹		3
Credits		22
Semester 2		Credits
ART 2351	Digital Design II	3
BUS 1146	Introduction to Business Management	3
COM 1070	Workplace Writing Skills	3
COM 1150	Multimedia I	3
IND 1003	Introduction to Indigenous Studies	3
PHT 1200	Digital Imaging II	3
One General Education course. ¹		3
Credits		21
Semester 3		Credits
ART 2360	Website Design	3
ART 2496	Accessible Design	3
COM 1010	Media Writing I	4
COM 1250	Multimedia II	3
MKT 1202	Digital Media and Marketing	3
One General Education Course. ¹		3
Credits		19
Semester 4		Credits
ART 2461	Website Development	3

COM 1002	Project Communication Management	3
COM 1210	Media Writing II	4
COM 1015	Portfolio Development	3
COM 1350	Multimedia III	3
WEB 1040	Content Management Systems	3
Credits		19
Total Credits		81

¹ For more information regarding General Education courses, click here (<https://cambriancollege.ca/general-electives/>).

Admission requirements

For graduates of the new curriculum (OSS): Ontario Secondary School Diploma (30 credits) or equivalent or mature student status, including:

- Any grade 12 English (C), (U), or (M)

Additional admission requirements

Recommendations

- Computer competency in relevant software.

Program delivery

2024-2025

Fall term start

SEMESTER 1: Fall 2024
SEMESTER 2: Winter 2025
SEMESTER 3: Fall 2025
SEMESTER 4: Winter 2026

Specific program pathways

College or university degree opportunities

If you are a graduate of this program, you may continue your studies at a college or university and you may receive credit(s) for your prior college education. Refer to Cambrian's college and university agreement (<https://cambriancollege.ca/supports-services/articulation-agreements/>) details for further information.

Employment opportunities

Graduates of this program will be positioned to pursue positions in a wide range of areas including:

- Content creation specialist
- Communications officer or specialist
- Marketing communications specialist
- Media coordinator
- Public relations officer
- Advertising consultant
- Social media influencer
- Blogger

Contacts

Nancy Griffin

Program Coordinator
705-566-8101, ext 7857
nancy.griffin@cambriancollege.ca

INTERNATIONAL ADMISSIONS

mailboxadmissions@CambrianCollege.ca