COMMUNICATIONS AND PROFESSIONAL WRITING

Program: PROW
Credential: Ontario College Graduate Certificate
Delivery: Part-time
Work Integrated Learning: 1 Field Placement
Length: 2 Semesters
Duration: 1 Year
Effective: Fall 2019
Location: Barrie

Description

Students focus on professionalizing their communication skills through intensive practical writing activities and the application of relevant theoretical content. Students plan, create, edit, and deliver messages for a range of audiences, purposes, and mediums, including print, social media, and web-based contexts. Independently and collaboratively, students complete projects including case studies, writing workshops, and project management assignments. Students gain professional and entrepreneurial skills for industry and self-employment, as well as real life experience through participation in a placement during the final semester.

Career Opportunities

Graduates enhance their professional experience in fields that require advanced communication skills. Potential areas of employment include, but are not limited to, writing for social media and web-based environments, engineering, business, and social services, as well as within the public, private, and non-profit sectors. Graduates also may pursue careers as self-employed entrepreneurs.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. compose messages that are clear, concise, and error free to address the needs of a specified audience and purpose;
2. produce print and electronic media that apply industry-led principles of style, design, layout, and format to address client goals and user needs;
3. employ requisite levels of the editing process to craft content across a variety of media formats for purpose, concision, clarity, and usability;
4. produce text that applies appropriate and stylistic conventions of genre, logic, and rhetoric for a variety of audience types and communication needs;
5. integrate credible sources with appropriate industry and/or academic citation styles, to create documents that demonstrate professional rigour;
6. address user needs by providing a range of complementary documents in a project cycle;
7. apply key functions of leadership and team-orientation to ethically manage the life-cycle of writing projects appropriate to a given medium;
8. employ entrepreneurial strategies to identify and respond to new opportunities across the technical communication field;

9. combine end-user needs with sound environmental and cost-efficient principles to promote active stewardship in documentation and publication design.

Admission Requirements

- Applicants must have either a postsecondary diploma or degree, in a relevant field or discipline.
- All applicants must submit a cover letter and resume to accompany their application.

Graduation Requirements

12 Program Courses
1 Placement

Graduation Eligibility

To graduate from this program, a student must attain a minimum of 60% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester. The passing weighted average for promotion through each semester and to graduate is 60%.

Program Tracking

Semester 1		Hours
Program Courses		
PROW 1000	Professional Writing 1	42
PROW 1001	Collaboration and Project Management	42
PROW 1002	Copywriting Fundamentals	42
PROW 1003	Research for Professional Writing	42
PROW 1004	Format, Layout, and Design	42
PROW 1005	Style and Editing 1	42
	Hours	252
Semester 2		
Program Courses		
PROW 1006	Professional Writing 2	42
PROW 1007	Proposal Writing	42
PROW 1008	Creative Storytelling	42
PROW 1009	Writing for the Web	42
PROW 1010	Style and Editing 2	42
PROW 1011	Professional Writer in Practice	42
Placement		
PROW 1012	Professional Writing Placement	240
	Hours	492
	Total Hours	744

Graduation Window

Students unable to adhere to the program duration of one year (as stated above) may take a maximum of two years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.