

# Program comparison



## Program type

One-year graduate certificate with 12 mandatory courses, plus a 240-hour work placement. Part-time delivery option available (fall intake).

One-year graduate certificate with 12 mandatory courses, plus a 240-hour field placement. Condensed delivery (three days per week). Part-time delivery option available (fall intake).

## Your background is:

Postsecondary diploma or degree in a relevant field or discipline.

Postsecondary degree or diploma in any discipline.

## You can see yourself as:

### A professional who:

- Uses communication skills to create, modify and deliver messages in a variety of formats.
- **An employee or freelance writer who wants to:**
  - Work within the multidisciplinary field of technical communication such as editing, proposal writing, or content creation for multiple platforms and media types.

### A public relations professional who:

- Manages an organization's brand and reputation
- Creates awareness, and engages and manages conversations with multiple stakeholders
- Leverages online opportunities, including social media and traditional publications
- Manages media relations
- Plans and executes events

The skills learned are applicable and relevant in any field the student chooses.

## You have an interest in:

- Professionalizing your writing
- Exploring technology and software
- Achieving results collaboratively and independently
- Communicating to solve problems

- People
- Media
- The art of effective communication
- Helping for-profit or not-for-profit organizations meet their goals

## You enjoy:

- Writing and communicating
- Researching and fact-finding
- Being detail oriented
- Producing quality content
- Engaging with new media

- Collaborating to develop strategy
- Problem solving
- Engaging with a variety of individuals and groups
- Writing, planning and leadership
- Working in a fast-paced environment
- Mastering emerging technology platforms to engage audiences

## After graduation, you would like to be a:

- Technical writer/communicator
- Copywriter/editor
- Editor (specialist – academic, public, policy)
- Content creator for multimedia platforms (web copy, product reviewer, blogger)
- Researcher
- Grant/proposal writer
- Publisher
- Civil servant/public sector worker

- Public relations practitioner

## Longer term, you might like to become a:

- Content strategist
- Information architect
- Senior technical writer
- Manager (e.g., in communications, editing and/or writing)
- Project manager

- Publisher
- Policy developer

## FOR MORE INFORMATION, CONTACT

### PROW

Jacqui Woods-Powell, Program Co-ordinator  
705.728.1968, ext. 1020  
jacqui.woodspowell@georgiancollege.ca

### PRCC

Lillian Tepera, Program Co-ordinator  
705.728.1968, ext. 1485  
lillian.tepera@georgiancollege.ca