

# Communications

BA, iBA | [www.glendon.yorku.ca/communications](http://www.glendon.yorku.ca/communications)

Join the **only** bilingual communications program in Canada. You'll explore topics that echo the current issues of today's globalized world, such as the hidden lives of data, the human right to privacy, and the mechanics of online marketing and advertising. Discover your role as a digital citizen while developing your communication expertise in both English and French. Through hands-on, practical learning opportunities both in and out of the classroom, you'll develop essential skills in critical thinking and analysis – a qualification many employers look for when filling positions.



*“The program encourages students to tap into the wide umbrella that communications have to offer. With the assistance, encouragement, and support from the professors, I have been able to thrive in my academics and receive the help needed to succeed. The Communications program at Glendon provides new opportunities, access to different resources such as the Digital Media Lab, and most importantly, room for students to grow.”*

— Katherine Aquino, BA'20

## Boost Your Major

- Create digital storytelling projects, produce podcast series, make documentaries, build ad hoc communication networks in your courses
- Take on a paid internship for course credit
- Apply to the **Certificate in Technical and Professional Communication**

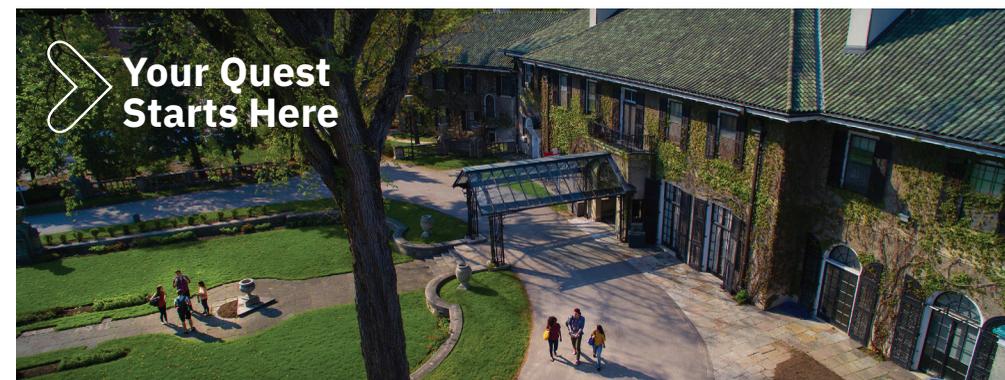
## Skills You'll Earn

- A comprehensive understanding of communication as a complex social process focusing on both traditional forms of mass communication and new media
- A critical understanding of the nature of communication and information
- The ability to clearly communicate your knowledge to others, including the ability to present your thoughts clearly in written communications

## Career Paths

As a Communications graduate, you are well-equipped to become a leader and changemaker. You can choose to pursue grad studies or obtain additional qualifications. Here are a few examples of career options:

- Advertising planner
- Brand manager
- Copywriter
- Digital marketer
- Fundraiser
- Journalist
- Public relations consultant
- Social media specialist
- User experience designer
- Video game producer



# Your Path To Success

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	First Year	Middle Years	Final Year	Other Skills You'll Earn
Academics	<ul style="list-style-type: none"> <li>Attend an enrolment-planning workshop with the Academic Advising team</li> <li>Check the <b>Academic Calendar</b> for program requirements</li> <li>Use our <b>language-learning support</b> centres</li> <li>Take <i>Introduction to Communication Studies</i> and <i>Methods in Communication Research</i></li> <li>Focus on topics like social media, marketing and advertising</li> </ul>	<ul style="list-style-type: none"> <li>Request a progress report and meet with your academic advisor</li> <li>Dig deeper into diverse approaches to communication studies, with courses on digital discourse and design, intercultural communication and transnational communication</li> <li>Hone your writing skills and undertake creative projects in your courses</li> </ul>	<ul style="list-style-type: none"> <li>Get hands-on experience in advanced research methods, knowledge dissemination and emerging practices in communications</li> <li>Undertake an Individualized Studies course</li> <li>Plan for your bilingual or trilingual certification; apply for the exam</li> <li>Get your degree audit</li> <li>Apply to graduate</li> </ul>	<p><b>Data Gathering &amp; Organizational Skills</b></p> <ul style="list-style-type: none"> <li>Gain public speaking skills and the ability to present your ideas in front of others with confidence</li> <li>Deduce information from various sources</li> <li>Prepare oral and written presentations and reports</li> <li>Learn new information and apply it to professional demands</li> <li>Critically analyze problems, think creatively and make sound decisions while considering different sides of an argument</li> <li>Clearly explain complex ideas and apply complex theoretical concepts to everyday practice and professional dilemmas</li> </ul> <p><b>Management &amp; Teamwork</b></p> <ul style="list-style-type: none"> <li>Analyze information presented by peers; constructively support and challenge peer proposals, theories, ideas and reports to achieve a project's intended result</li> <li>Lead and interact with different people with varied approaches and personal and professional backgrounds</li> <li>Debate, persuade, mediate and present thoughts and opinions</li> <li>Identify priorities and proper courses of action, plan the execution of tasks, and delegate responsibilities to group members to effectively carry out projects</li> </ul>
Get Involved	<ul style="list-style-type: none"> <li>Participate in orientation activities like JumpStart and Frosh Week</li> <li>Join (or start) a club, such as the Glendon Digital Media Club or Communication Studies Students' Association</li> <li>Visit the <b>Salon francophone</b> or <b>ESL Open Learning Centre</b></li> <li>Meet the Student Life Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>Become a Peer Mentor</li> <li>Join the Student Union and develop your leadership skills</li> <li>Represent students' voices in university governance and/or committees</li> </ul>	<ul style="list-style-type: none"> <li>Spread the word about clubs, organizations and events you have enjoyed and have helped you get connected on campus</li> <li>Become a Glendon Ambassador</li> </ul>	
Gain Experience	<ul style="list-style-type: none"> <li>Contact the <b>Experiential Education office</b> to find opportunities</li> <li>Create projects with the <b>Glendon Digital Media Lab</b></li> <li>Optimize your experience and articulate your skills through Becoming YU</li> <li>Get hands-on learning opportunities in your courses</li> </ul>	<ul style="list-style-type: none"> <li>Apply to the Research Apprenticeship Program</li> <li>Pursue your passion project in <b>G21</b>, <b>Glendon's inquiry-based incubator</b>, or <b>GENIAL</b> for entrepreneurs</li> <li>Create digital storytelling projects, produce podcast series, make documentaries, build ad hoc communication networks and undertake artistic installations in your courses</li> </ul>	<ul style="list-style-type: none"> <li>Work on practical challenges by enrolling in the <b>Cross-Campus Capstone Classroom (C4)</b></li> <li>Undertake a paid internship</li> <li>Volunteer in an organization or association, such as the <b>Canadian Public Relations Society</b></li> </ul>	
Think Globally	<ul style="list-style-type: none"> <li>Learn another language – 20 languages are taught at Glendon and Keele Campuses, including French, Spanish and Ojibwe!</li> <li>Develop your intercultural competencies</li> </ul>	<ul style="list-style-type: none"> <li>Consider going on an exchange abroad or at one of our partner universities in Quebec</li> <li>Enrol in <i>Français par expérience</i> to expand your knowledge in French and of the francophone culture by doing a work placement</li> </ul>	<ul style="list-style-type: none"> <li>Attend the <b>Glendon Global debates</b></li> <li>Meet international communications experts in the classroom and develop global opportunities</li> </ul>	
Plan Your Future	<ul style="list-style-type: none"> <li>Participate in workshops about skills and career development to build your transferable skills</li> <li>Take research methods courses to learn a wide range of research tools that are useful in professional, community-based or activist-oriented settings</li> </ul>	<ul style="list-style-type: none"> <li>Explore your career options and learn more about the skills required</li> <li>Investigate career opportunities by connecting with alumni</li> <li>Book a Career Centre appointment to work on your resumé, cover letter and interview skills</li> </ul>	<ul style="list-style-type: none"> <li>Attend Glendon's Bilingual Job Fair and networking events</li> <li>Use the Career Centre to enhance your resumé and LinkedIn profile; learn new job search techniques</li> <li>Attend a workshop on grad school applications</li> <li>Join a professional association in the field of communications</li> </ul>	
				Admission Requirements
				<ul style="list-style-type: none"> <li>Ontario Secondary School Diploma or equivalent with an average* in the mid to high 70s</li> <li>Minimum six 4U; 4M; or DU courses (Including English or French)</li> <li>We accept a combination of U and M courses and OACs</li> <li>4U French is recommended**</li> </ul> <p>* Average is calculated based on the top six 4U; 4M or DU courses.            ** Knowledge of <b>both</b> English <b>and</b> French is <b>not</b> an admission requirement for most of our programs, provided you are proficient in either one of them</p>
				Get In Touch
				<p>Domestic students: <a href="mailto:liaison@glendon.yorku.ca">liaison@glendon.yorku.ca</a>            International students: <a href="mailto:international@glendon.yorku.ca">international@glendon.yorku.ca</a>            Attend one of our <b>events!</b></p> <p><a href="#">f</a> <a href="#">t</a> <a href="#">in</a> <a href="#">@</a> GlendonCampus</p>