



CAPE BRETON UNIVERSITY | School of Arts and Social Sciences

BACHELOR OF ARTS SPECIALIZATION IN COMMUNICATION

WHAT IS THE STUDY OF COMMUNICATION?

CBU's Communication program is diverse, drawing on areas like political science, anthropology, sociology, history and various business fields. We offer a range of courses to give different perspectives on the subject, including:

- Performance-based courses like Public Communication, and Voice and Articulation:
- Media-focused courses like Issues in Media Studies and Rhetoric in Popular Culture:
- Courses related to specific work contexts, like Health Communication and Corporate Communication:

WHY STUDY COMMUNICATION AT CAPE BRETON UNIVERSITY?

Communication is a part of our everyday lives. See it through a new lens by taking a closer look at CBU.

- Our faculty is constantly exploring the impact that new communication technologies, practices and forms have on our society. Our Communication program is always on top of the latest industry trends.
- Introductory courses include an experiential learning lab component facilitated by upper-level students. CBU's Communication Lab is unique and oldest in Canada. Students get the chance to put theories to practice, perfect their presentation skills, express themselves in a safe environment.
- Students who excel in Communication Studies can be Communication Lab Peer Facilitators (CLPF) by enrolling in our facilitation course. These students get valuable experience by facilitating in an education-based setting. Being a CLPF is useful if students plan to take education, counselling or other fields where individual responsibility and initiative are important.

BA Degree

This program has two entry points, so students can start in September or January.

To learn more about the BA Specialization in Communication visit chalocanada.ca/bacomr

COMMUNICATION COURSES

- COMM 4101 Rhetorical Theory
- COMM 3931 Facilitation Practicum
- COMM 4103 Communication Criticism
- COMM 3173 Mass Communication & Society
- COMM 3175 Canadian Communications Policy and Regulation
- COMM 3171 Computer-Mediated Communication
- COMM 3155 Advanced Public Speaking

ACADEMIC SUCCESS COACHING

At Cape Breton University, we want all of our students to find success and working with an academic success coach is a great way to get started. This one-on-one meeting gives you the chance to examine the big-picture goals of your university experience and determine the best way to reach them.

During this coaching visit, you will work with your coach to create an academic plan and discuss your strengths and areas in which you could improve.

PROGRAM STRUCTURE

Students enrolled in the Bachelor of Arts Communication Degree are required to complete 30 credits in the BA core as part of their four-year degree. The Bachelor of Arts in Communication allows for a 3-year degree option.

Students will receive a 3 or 4-year Canadian university degree upon the successful completion of the program.

ADMISSION REQUIREMENTS

Applicants to the program must have completed five Grade 12 advanced or academic courses including English with an overall average of at least 65%. Applicants must successfully complete the IELTS exam with a score of 6.5 band average with no individual section score less than 6.0.

CAREER DEVELOPMENT SERVICES

Career Development Services will help you prepare for a successful career. Its services include individual career counselling, resume and cover letter writing, mock interviews with feedback, graduate information, labour market information and more.

CAREERS

Your degree in communication will allow you to succeed in a broad range of industries. Careers can be as diverse as public relations officer, educator, human resources manager, online media producer, and politics. Your key skill will be providing the right information to the people at the right time in your organisation or to your desired target market.

CBU's communication degree will prepare you with the education necessary for you to achieve success in a broad range of industry sectors.

Attention

For those students who have graduated from an Indian educational institution with a degree in this subject area, credit recognition for your Indian courses is possible.

Please contact Chalo Canada for further details.



Chalo Canada
Your Pathway to Canada

For more information contact:

e: application@chalocanada.ca
w: chalocanada.ca

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