

# Professional Communication MPC

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RYERSON  
UNIVERSITY

School of Graduate Studies  
[www.ryerson.ca/graduate](http://www.ryerson.ca/graduate)

# Professional Communication

## MPC

The impact of new digital technologies has revolutionized communication principles and practices in the contemporary workplace. Ryerson University's Master of Professional Communication (MPC)\* addresses the growing need for formally qualified communication specialists to plan, implement and oversee organizational communication at an advanced level.

Building on Ryerson's reputation for distinctive, professionally oriented programs of high quality, the Master of Professional Communication provides a balance of theoretical knowledge and practical skills. Situated in the Rogers Communications Centre, a state-of-the-art media facility, Ryerson's Department of Professional Communication brings complementary strengths of communication scholarship and professional practice to this new graduate program. The MPC program will emphasize the role of communication in productivity and sustainability at organizational and global levels, and will prepare graduates to assume pivotal responsibilities within organizations.

The MPC program will appeal to applicants from many sectors of business, industry, government, non-profit organizations and the professions, as well as to graduates of baccalaureate programs who seek a professional graduate degree.

### **MPC Graduates**

MPC graduates will be able to:

- Demonstrate expertise in traditional and new media and use them to manage, represent, and advocate for their organization's mission and objectives.
- Plan, implement and oversee communication practices, resources and personnel.
- Interact with senior management to direct the complex and dynamic communication systems that drive the technological, global, and team-oriented environment of the modern-day workplace.
- Execute a range of duties that includes creating and implementing communication plans, troubleshooting potential failures in communication, managing failures when they occur, and serving as spokespersons to the media and the community.

### **Program Candidates**

The MPC is suited to:

- Candidates whose primary responsibility is communication such as communications managers or communications co-ordinators, or those who aspire to such careers.
- Candidates who wish to take on more of their organization's communication responsibility internally and externally.
- Candidates who are already certified professionals in other fields, but find themselves playing a larger role in their organization's communication.
- Candidates who are graduates of baccalaureate programs (e.g., humanities, social sciences, general science, etc.) and are interested in a professional degree drawing on their aptitudes and qualifications.

*Ryerson's location on an urban campus in the centre of Canada's business and media capital makes it the ideal place to prepare for an exciting career as a future communication executive.*

# Requirements & Curriculum

The Master of Professional Communication is an intensive, 10-credit, one-year, three-semester program designed for full-time study. The fall semester consists of four courses and one non-credit colloquium. The winter semester consists of three courses and an internship. The spring/summer semester requires candidates to complete a major research paper and a formal presentation based on the internship.

*The Master of Professional Communication will operate in conjunction with the Edward S. Rogers Sr. Graduate School for Advanced Communication and will be located in the Rogers Communications Centre, a state-of-the-art communication studies facility.*

## **Fall (first) Semester**

■ Professional Communication: History, Theory, Practice	1 credit
■ Research Methods	1 credit
■ Advanced Editing and Document Design	1 credit
■ One One-Credit Elective	1 credit
■ Library Research Colloquium	Non-credit

## **Winter (second) Semester**

■ The Virtual Organization	1 credit
■ Two One-Credit Electives	2 credits
■ Internship	1 credit

## **Spring/Summer (third) Semester**

■ Major Research Paper and Presentation	2 credits
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## **Elective Courses (offered on a rotational basis)**

■ Advanced Speaking and Presentation Technology	1 credit
■ Audiences and the Public	1 credit
■ Communication and Legal Issues	1 credit
■ Communication and Technology	1 credit
■ Crisis Communication	1 credit
■ Media Languages	1 credit
■ Proposal Writing, Grant Seeking and Fundraising	1 credit
■ Special Topics in Professional Communication	1 credit
■ Strategic Media Relations	1 credit
■ Topics in Cross-Cultural Communication	1 credit
■ Visual Rhetoric in Public Contexts	1 credit

# Admission

Admission requirements include:

- A four-year undergraduate degree with a minimum B average (or equivalent) in the final half of the program.
- Official transcripts for all relevant post-secondary education.
- A letter of intent outlining an area of focus and additional qualifications and/or professional experience.
- A résumé.
- Two letters of recommendation.
- A portfolio containing examples of the applicant's written and oral communication. (Detailed instructions for portfolio submission will be found in the official application online.)

## English Language Proficiency Requirement

Applicants whose instruction during their undergraduate studies was in a language other than English are required to submit a test of English language proficiency. Applicants may demonstrate facility in English using one of the following methods:

- Test of English as a Foreign Language (TOEFL)
- International English Language Testing System (IELTS)
- Michigan English Language Assessment Battery (MELAB)

## Additional Information

For detailed program information, visit [www.ryerson.ca/graduate/procom](http://www.ryerson.ca/graduate/procom).

## Program Contact Information

Please refer to the contact page on the website for phone information. E-mail: [mpc@ryerson.ca](mailto:mpc@ryerson.ca)

## Financial Support

Ryerson University provides financial support in the form of scholarships, awards and assistantships for as many full-time students as possible. Financial support is offered on a competitive basis, and the number of scholarships, awards and assistantships in any given year will vary. For more information on available funding, visit [www.ryerson.ca/graduate/funding](http://www.ryerson.ca/graduate/funding).

## How to Apply

Online application instructions are available at [www.ryerson.ca/graduate/admissions](http://www.ryerson.ca/graduate/admissions).

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