

Professional Communication Bachelor of Arts

The Professional Communication Bachelor of Arts Program assists students in being responsible participants in the digital and global age. They learn the theoretical and practical skills needed to communicate creatively and thoughtfully in complex professional and social environments. The program entails a progressive education in Professional Communication that embraces both breadth and depth, with core courses building foundational communication knowledge, encompassing theory and practice in written, oral, visual, and digital media.

The Professional Communication Bachelor of Arts supports:

- contemporary societal and workplace communication demands, including the growth of the knowledge economy;
- the uses of electronic communication for professional and personal purposes;
- compelling evidence of employer need for professional communication practitioners;
- the developing need for communicators in specific fields, such as health and government.

Approved by Ryerson University Senate 06-Mar-12

Approved to Commence COU Quality Council 13-Apr-12