

MEDIA COMMUNICATIONS (MCOM)

Ontario College Diploma | 4 semesters | Barrydowne Campus

Are you a storyteller? Do you have a passion for communicating and exploring how to effectively connect and interact across a variety of platforms including blogs, YouTube, podcasts, and social media? Through courses in photography, web design, videography, and strategic writing, you'll be equipped with the skills and knowledge to be an effective communicator and take your storytelling to the next level, whether you wish to work for yourself or for an organization of any size.

The Media Communications Diploma program is designed to meet industry demands within multi-faceted areas of the communications industry. Students graduate with a diverse range of marketable skills in photography, graphic design, web design and writing, social media, and videography. Their work is showcased annually in an online portfolio exhibit (<http://ccmediacommunications.com/>). Check out the portfolios of the latest graduating class here (<http://ccmediacommunications.com/>)!

Graduates of this program have the option to continue their studies in Cambrian's one-year Public Relations Graduate Certificate (<https://cambriancollege.ca/programs/public-relations-graduate-certificate/>) program to earn an additional credential.

Program Highlights

- 2 years - 4 semesters

Quick Links

How to Apply (<http://cambriancollege.ca/apply/>)

School of Creative Industries (<https://cambriancollege.ca/field-of-study/creative-arts-music-design/>)

Admission Requirements

For graduates of the new curriculum (OSS): Ontario Secondary School Diploma (30 credits) or equivalent or mature student status, including:

- Any grade 12 English (C), (U), or (M)

Recommended:

- Computer competency in relevant software.

Missing an Admission Requirement? We can help! APPLY NOW!
Visit <https://www.cambriancollege.ca/upgrading/> for more information about our FREE Academic Upgrading Program.¹

APPLY NOW! (<https://www.ontariocolleges.ca/en/apply-now/>)

¹ Please note Academic Upgrading is only available for domestic students.

Program Delivery 2024-2025

This program will be delivered in the following terms:

Fall Term Start

1. SEMESTER 1 Fall 2024
2. SEMESTER 2 Winter 2025
3. SEMESTER 3 Fall 2025
4. SEMESTER 4 Winter 2026

For specific term start/end dates and other key dates/deadlines, please see the Academic Schedule (<http://cambriancollege.ca/apply/how-to-apply/academic-schedule/>) on our website.

Program of Study for 2024-25 Academic Year

Semester 1		Credits
ART 1006	Digital Design I	4
COM 1007	MS Office for Communications	3
COM 1020	Introduction to Media Communications	3
COM 1060	Workplace Communication Skills	3
PHT 1005	Digital Imaging I	3
SSC 1000	Media and Current Events ¹	3
One General Education Course. ¹		3
Credits		22
Semester 2		Credits
ART 2351	Digital Design II	3
BUS 1146	Introduction to Business Management	3
COM 1070	Workplace Writing Skills	3
COM 1150	Multimedia I	3
IND 1003	Introduction to Indigenous Studies	3
PHT 1200	Digital Imaging II	3
One General Education course. ¹		3
Credits		21
Semester 3		Credits
ART 2360	Website Design	3
ART 2496	Accessible Design	3
COM 1010	Media Writing I	4
COM 1250	Multimedia II	3
MKT 1202	Digital Media and Marketing	3
One General Education Course. ¹		3
Credits		19
Semester 4		Credits
ART 2461	Website Development	3
COM 1002	Project Communication Management	3
COM 1210	Media Writing II	4
COM 1015	Portfolio Development	3
COM 1350	Multimedia III	3
WEB 1040	Content Management Systems	3
Credits		19
Total Credits		81

¹ For more information regarding General Education courses, click here (<https://cambriancollege.ca/general-education-electives/>).

Fees

Tuition and Ancillary Fees

Please see our fees page (<http://cambriancollege.ca/fees/>) for the breakdown of tuition and mandatory ancillary fees by program and semester for both domestic and international students.

Books & Supplies

The cost of books and supplies for Year 1 is approximately \$1135. This includes a DSLR camera and accessories (approximately \$500) that will be used for several courses and on into your career. This is the best information available at the time of publishing to the website and is subject to change.

Graduate Options

Employment Opportunities

Graduates of this program will be positioned to pursue positions in a wide range of areas including:

- Content creation specialist
- Communications officer or specialist
- Marketing communications specialist
- Media coordinator
- Public relations officer
- Advertising consultant
- Social media influencer
- Blogger

College/University Degree Opportunities

Graduates from this program may continue their studies at college/university and may receive credit for their prior College education.

Refer to College/University Agreements (<http://www.cambriancollege.ca/agreements/>) for further information.

Contacts

Nancy Griffin

Program Coordinator
705-566-8101, ext 7857
nancy.griffin@cambriancollege.ca

INTERNATIONAL ADMISSIONS

mailboxadmissions@cambriancollege.ca