HONOURS BA IN
COMMUNICATION

Ours is the communication and information age. Analyzing how information is gathered, produced and distributed today helps us understand the communication processes that drive a variety of settings: social, cultural, political, organizational, economic and legal. In this program, you will develop critical and analytical skills in order to evaluate the nature and impact of technology and media on society, organizations and interpersonal relations. You will have the opportunity to be exposed to the latest developments in the field of communication (communication strategies, digital media, evolution of the media industry, advertising, crisis communications, negotiations, etc.). The Department of Communication offers courses in two main areas: media studies and organizational communication (internal and external communication in public and private organizations, health communication, organizational change, etc.). Combining theory and practice, our programs develop your critical and analytical skills and prepare you either for a professional career or for advanced studies.

This program is offered in English and in French.

Program Requirements

Co-operative education is available with this program.

The French immersion is available with this program.

Requirements for this program have been modified. Please consult the 2018-2019 calendars for the previous requirements.

ENG 1100 Workshop in Essay Writing 3 Units
3 course units from:
  PHI 1101 Reasoning and Critical Thinking 3 Units
  PHI 1301 Philosophy: Ideas and Arguments

3 course units from:
  AHL 1100 Introduction to Interdisciplinary Study in the Arts 1
  AHL 1900 Introduction to Interdisciplinary Study in the Arts 1

ENG 1120 Literature and Composition I: Prose Fiction
ENG 1121 Literature and Composition II: Drama and Poetry

3 course units from:
  AHL 1100 Introduction to Interdisciplinary Study in the Arts 1
  AHL 1900 Introduction to Interdisciplinary Study in the Arts 1
  PHI 1102 Moral Reasoning
  PHI 1103 Fundamental Philosophical Questions
  PHI 1104 Great Philosophers
  PHI 1302 Philosophy: Themes and Texts

CMN 2160 Theories of the Media 3 Units
CMN 3102 Quantitative Methods 3 Units
CMN 3103 Qualitative Methods 3 Units
CMN 3105 Media Ethics 3 Units
CMN 3109 Advanced Theories of Communication 3 Units
CMN 3130 Communication Planning 3 Units
18 optional course units in communication (CMN) from one of the chosen profiles listed below 18 Units
6 optional course units in communication (CMN) at the 3000 or 4000 level 2 6 Units
6 optional course units in communication (CMN) at the 4000 level 6 Units
48 elective course units 48 Units

Total: 120 Units

The electives may be replaced by a combination of a Minor, Option(s), and/or elective units.

Profile Requirements

Communication Studies Profile

Media and Cultural Industries Profile

18 course units from:
  CIN 3101 Cinema, Nation and Identity
  CIN 4101 Film Analysis
  CMN 2152 Image and Communication
  CMN 2173 Advertising and Society
  CMN 2180 Popular Culture and Communication
  CMN 3104 Women and Media
  CMN 3165 Media Industries
  CMN 4102 Identity and Inclusivity in Media and Communication
  CMN 4166 Audience Research

Political Communication Profile

18 course units from:
  CMN 2168 Globalization and Communication
  CMN 3133 Political Communication
  CMN 3144 Public Relations
  CMN 3155 Public Opinion
  CMN 3182 Policy Studies
  CMN 4115 Media and Public Broadcasting
  CMN 4148 Communication in Governmental Organizations
  CMN 4172 Media and Social Movements
  CMN 4185 Political Economy of the Media

Communication, Organizations, and Organizing Profile

18 course units from:
  CMN 2130 Interpersonal Communication
  CMN 2132 Non-Verbal Communication
  CMN 2181 Intercultural Communication
  CMN 3138 Communication in Group Settings

CMN 3148 Organizational Communication Consulting and Training
CMN 4101 Storytelling, Narration and Organization
CMN 4129 Communication and Change in Organizations
CMN 4131 Negotiation and Mediation
CMN 4168 Communication and International Development

**Strategic Communication and Digital Design Profile**

18 course units from: 18 Units
CMN 2135 Public Speaking
CMN 2158 Multimedia I
CMN 2167 Video I
CMN 2170 New Media
CMN 3174 Advertising Techniques
CMN 4105 Ethics and Information Society
CMN 4132 Crisis Communication
CMN 4160 Digital Social Research
CMN 4170 Social Uses of New Media

Note(s)

1. This course has variable topics. Students may take this course twice.
2. The following courses may count in this requirement: ENG 3170, ENG 3171, FRA 3548, FRA 3549, FRA 3578, SRS 3100, SRS 3113, SRS 3190.