

# Professional Communication

MINOR, CERTIFICATE

## Why study communication?

Do you want to land the job of your dreams and get ahead in your career? Across most disciplines and industries, communication skills are listed as the top skills required by BC and Canadian employers. Indeed, to succeed in today's high-tech, in-demand, info-crazed world, the ability to weave words and images together is essential.

Whether it's an email message, oral presentation, résumé, newspaper or magazine article, advertisement, how-to-manual, travel brochure, novel, bus billboard, web page, or even a cereal box, communications material has to be written and presented in a clear and compelling style to appeal to the intended audience. Well-developed communication skills are a must, not only for getting hired and future job advancement, but for almost every aspect of day-to-day communication in any career.

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### WHAT COMMUNICATION SKILLS WOULD BE HELPFUL FOR MY CAREER?

UFV's communications courses can enhance your career path in any discipline and give you useable skills in the workplace, or they can lead to a career in communications.

We are pleased to offer a three-course certificate and a minor that can be added to any degree or discipline.

More information about the minor and certificate is available on our website at [www.ufv.ca/cmns](http://www.ufv.ca/cmns).



*“Our courses are current, interactive, and practical. Come and learn from our experienced faculty, and get ready to take your career to the next level.”*

— LYNN KIRKLAND HARVEY,  
Communication  
Department Head.

[www.ufv.ca](http://www.ufv.ca)

UNIVERSITY  
OF THE FRASER VALLEY

# Professional Communication



*“UFV’s communication courses provided me with relevant and effective written and verbal skills that are crucial in today’s business world. These courses have enabled me to speak confidently to large groups, compose quality corporate communications, and to think critically in various situations. In my opinion, the communication courses offered at UFV are an essential addition to any program.”*

— WENDY HOCKEN, Bachelor of General Studies student.

## WHY TAKE COMMUNICATION AT UFV?

UFV is well known for its small class size and personable, professional instructors. Our instructors are committed to teaching excellence and have both industry experience and respect from their peers. Communication courses are student-oriented, meaning you are literally in the driver’s seat; they can be tailored to help you meet your specific career goals.

Many of our courses are required by a wide variety of programs such as Kinesiology, Business, Science, Social Work, Aviation, Computer Information Systems, and Trades. You can learn about basic business writing, report writing, web page development, desktop/web publishing, oral presentations, public relations material preparation, technical writing, critical analysis, and advocacy writing. Regardless of your career aspirations, there is a communication course that will ensure that your work is produced with a high level of professionalism.

UFV has an interactive classroom environment and you will be taught to get your message across by experts in electronic and print media.

## WHAT DO I NEED TO GET IN?

It’s best to check UFV’s online calendar at [www.ufv.ca/calendar](http://www.ufv.ca/calendar) to determine the individual prerequisites for the many courses offered by the individual prerequisites for the many courses offered by the Professional Communication department.

## WHAT SORT OF CAREER CAN I EXPECT?

UFV’s communication courses can enhance your career path in any discipline and give you useable skills in the workplace, or they can lead to a career in communication. Our courses will be valuable if you are looking for a career as an editor, editorial assistant, advertising copywriter, technical writer, speech writer, technical editor, novelist, press secretary, communication officer, publicity agent, public affairs officer, communication specialist, fund-raising consultant, or public relations manager. Regardless of which career you choose, effective communication skills will give you that edge you’re looking for.

## CAN I TRANSFER MY COMMUNICATION CREDITS FROM ANOTHER UNIVERSITY?

Yes, transfer students are always welcome at UFV. If you are transferring, it’s best to consult the Communication department for more details.

## WHO WILL BE TEACHING ME?

Who knows about the written word and communication skills better than people actually in the communication industry? Not only does our faculty have high academic qualifications, but they are also current, successful practitioners of the ideas they will be sharing with you. They are committed instructors who are passionate about communicating their knowledge and cultivating enthusiasm in their students.

## CAN I GET ACADEMIC CREDIT FOR THE SKILLS AND KNOWLEDGE THAT I HAVE GAINED IN MY LIFE SO FAR?

Yes. UFV offers Prior Learning Assessment and Recognition (PLAR), a flexible assessment process that evaluates your experiential learning (what you already know and can do) for post-secondary credit. Experiential learning includes independent study, volunteer activities, non-credit courses, workplace learning, and military service. To find out more, check out the PLAR website at [www.ufv.ca/plar](http://www.ufv.ca/plar) or contact Susan Brown, Assessment Services Coordinator, PLAR at 604.851.6342 or [susan.brown@ufv.ca](mailto:susan.brown@ufv.ca).

## WHAT COURSES WILL I TAKE?

Here is a list of courses offered by UFV's Communication department:

COURSE #	TITLE
CMNS 125	Introduction to Workplace Communication
CMNS 145	Technical Communication for Drafting
CMNS 155	Introduction to Workplace and Academic Communication
CMNS 175	Writing for the Internet
CMNS 180	Introduction to Intercultural Communication
CMNS 212	Basic Public Relations and Advocacy Communications
CMNS 235	Oral Communication
CMNS 251	Professional Report Writing
CMNS 300	Introduction to the Practice of Journalism
CMNS 312	Introduction to Public and Community Relations
CMNS 325	Writing for the Sciences and Technologies
CMNS 335	Advanced Oral Communication for Professionals
CMNS 345	Instructional Skills for Professionals
CMNS 351	Professional Formal Research Report Writing
CMNS 360	Advocacy Writing
CMNS 365	Proposal and Grant Writing
CMNS 375	Document Design, Desktop and Web Publishing
CMNS 385	Language and Action: A Survey of Contemporary Rhetoric
CMNS 390	Designing End-User and Technical Documentation
CMNS 412	Community and Public Relations Practicum
CMNS 413	Professional Communication Practicum
CMNS 445	Facilitating Skills for the Workplace
CMNS 480	Crisis Communication
CMNS 490	Directed Studies in Communication

## PROFESSIONAL COMMUNICATION ESSENTIALS CERTIFICATE:

This three-course, nine-credit certificate is designed for students in programs or in working environments that require good communication skills.

The certificate focuses on the essentials of business writing and public speaking.

COURSE #	TITLE
<b>One of:</b>	
CMNS 125	Introduction to Workplace Communication
CMNS 155	Introduction to Workplace and Academic Communication
CMNS 175	Writing for the Internet
<b>Required:</b>	
CMNS 251	Professional Report Writing
CMNS 235	Oral Communication

## COMMUNICATION MINOR REQUIREMENTS:

The minor is designed to be taken within a four-year baccalaureate program and will provide 27–28 credits towards the 120 credit minimum required for a UFV baccalaureate degree.

## FOUR LOWER-LEVEL REQUIREMENTS

COURSE #	TITLE
<b>One of:</b>	
CMNS 125	Introduction to Workplace Communication
CMNS 155	Introduction to Workplace and Academic Communication
CMNS 175	Writing for the Internet
<b>One of:</b>	
CMNS 180	Introduction to Intercultural Communications
CMNS 212	Basic Public Relations and Advocacy Communication
HSER 120	Introduction to Interpersonal Communications
<b>Required:</b>	
CMNS 235	Oral Communication
CMNS 251	Professional Report Writing

## UPPER-LEVEL COURSE REQUIREMENTS

COURSE #	TITLE
<b>One required:</b>	
CMNS 351	Professional Formal Research Report Writing
CMNS 390	Designing End-User and Technical Documentation
<b>One Required:</b>	
CMNS 412	Community and Public Relations Practicum
CMNS 413	Professional Communication Practicum
CMNS 490	Directed Studies in Communication
<b>And eight to nine credits from 300-400 level Communication courses</b>	

Students may also be interested in the following Critical Analysis and Study Methodology (CSM) Communication courses listed in the Academic Support section of the calendar.

COURSE #	TITLE
CSM 104	Integrated Academic Learning Skills
CSM 108	Critical Analysis and Learning
CSM 208	Learning Methodology

## HOW MUCH WILL IT COST?

It's best to check out the Fees and Other Costs section of our online calendar for current costs. You should budget about \$75 to \$150 per course for textbooks and other studies materials and, if you are taking the web-based programs, you will be expected to have the use of an up-to-date computer.

You should also visit UFV's Financial Aid and Awards office, for information about the \$12 million in federal and provincial student loans, grants, bursaries, scholarships awarded to UFV students annually. A helpful budget planning worksheet is available online at [www.ufv.ca/fineaid/budget](http://www.ufv.ca/fineaid/budget).

## WHEN SHOULD I APPLY?

If you plan to start your studies in the fall, your application should be received by January 31. Applications received after this deadline will be considered if space is available in the program.

Some communication courses that are listed as electives for UFV programs are required by professional associations and societies, or transfer to university programs. You should contact the department for information on these courses or see an educational advisor or refer to the Provincial Transfer Guide before registering. To apply, check out the UFV online calendar at [www.ufv.ca/calendar](http://www.ufv.ca/calendar) and download an application form. You can submit your application, along with the required documents and application fee, to the Admissions and Registration office at any campus or centre or via the internet at [www.pas.bc.ca](http://www.pas.bc.ca).

## WHAT SORT OF SUPPORT WILL I GET?

For more information about support and student services at UFV, visit [www.ufv.ca/student-services](http://www.ufv.ca/student-services) to learn about the broad range of services designed to help you learn about and adjust to the university environment.

## I'M REALLY NOT SURE WHERE I'M GOING WITH MY CAREER, BUT I WANT TO BE A BETTER WRITER AND COMMUNICATOR. CAN I SPEAK WITH SOMEONE ABOUT MY OPTIONS?

Absolutely. We want to hear from you! If you're unsure of your direction, contact the Professional Communication departmental assistant at 604-557-4093. Additional information is provided on our website at [www.ufv.ca/cmns](http://www.ufv.ca/cmns)

You can also contact Student Services at 1-888-504-7441 to connect with an educational advisor, or arrange for career counselling.



The information contained in this document is subject to change. Please refer to [www.ufv.ca/cmns](http://www.ufv.ca/cmns) for up-to-date information. UFV reserves the right to cancel courses and programs.



## About UFV

Nestled in the beautiful Fraser Valley just east of Vancouver, in B.C., UFV is a fully accredited, public university that enrolls more than 11,000 students each year. UFV has campuses in Abbotsford, Chilliwack, and Mission and regional centres in Hope and Agassiz, and a growing presence in Chandigarh, India.

UFV is committed to exceptional post-secondary instruction and a nurturing learning environment. We are large enough to offer variety, yet small enough to offer the personal attention that our students need to thrive. Our small class sizes and focus on teaching allow our students to get to know their instructors and learn in a hands-on setting.

We offer more than 80 programs, including 13 bachelor's degrees, a master's degree, and more than a dozen trades and technology programs. We believe that anyone who wants to go to university should be given the chance, so our admission policies are flexible, and we provide university prep courses and high school completion options. There are many options for learning: full-time, in class, online, as part of a structured program or one tailored specifically to your interests.

Many of our programs "ladder" into one another, allowing students to keep their options open. Our international programming makes for a culturally diverse student body and great opportunities to study abroad, while our continuing studies offerings make learning a lifelong experience.

UFV is recognized nationally for student success, an excellent learning environment, creative integration of programming, and our work with our local communities.

Get to know us better at [www.ufv.ca](http://www.ufv.ca).

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