



JOINT PROGRAM

COMMUNICATIONS

This program prepares students for careers in journalism, advertising, public relations, and broadcast production.

The Joint Degree/Diploma program in Communications combines University of Winnipeg courses with the two-year Creative Communications Diploma from Red River College (RRC) for a Bachelor of Arts in Communications. This cooperative approach takes advantage of the expertise of both institutions, combining a well-rounded liberal arts education with applied training.

The skills you develop will be sharpened with hands-on experience in work placements during the Creative Communications portion of the program, allowing you to make valuable professional contacts and hone your craft in applied situations.

This program leads to a **Bachelor of Arts in Communications** from The University of Winnipeg and a Creative Communications **Diploma** from Red River College.

SAMPLE CAREERS

Graduates are prepared for careers in journalism, public relations, advertising, and broadcast production.

SAMPLE COURSES

Contemporary Communication Theories introduces students to some of the major contemporary theories and practices pertaining to individual and group communication, with emphasis on North American and European theorists and culture.

Professional Style and Editing teaches students to write in several prose styles and to edit texts professionally in terms of stylistic (rather than only grammatical) criteria.

MORE SAMPLE COURSES

- Advertising
- Creative Writing
- Politics and the Mass Media
- Public Relations: Process
- Digital Rhetorics
- Television and Radio

SAMPLE FIRST YEAR

English 1, or 6 credit hours of first-year English, and Academic Writing are required courses for all Joint Communications students. We also strongly recommend that you fulfil your Science requirement (see the University's Academic Calendar), plus take 15 credit hours of additional first-year courses. Go to: <https://www.uwinnipeg.ca/rhetoric/programs/joint-communications-degree-diploma-uwrrc.html>

STUDY PATTERNS

It is possible to complete the program in four years, but many students take five years or more.* Most students prefer to complete all UWinnipeg coursework (72 credits) in 2-3 years before moving over to RRC to do their diploma work. Or you can follow a different pattern, such as:

Year 1-2 – The University of Winnipeg

Year 3-4 – Red River College

Year 5 – The University of Winnipeg

*Students can take courses in the Spring session, or they can be enrolled at Red River College and The University of Winnipeg at the same time in year 3 or year 4 if they want to complete the program in a 4-year timeframe. (For more information, go to <http://www.uwinnipeg.ca/rhetoric>.)

“The Joint Communications program is really the best of both worlds. The University taught me to think critically and to analyze what I was learning. RRC really tries to connect you with the work environment and real-life experience. Together, the degree and the diploma have given me the competitive advantage employers are looking for.”

- Ajit Singh (BA 4-year '03 Communications and BA Hons. '04)

REQUIRED HIGH SCHOOL COURSES

You must meet The University of Winnipeg's general admission requirements. No specific courses are required. The Red River College component of the program has testing procedures that must be passed by all entrants before they will be accepted into the program. (Consult RRC for details.)

HOW TO APPLY

NOTE: Students are required to apply and pay an application fee at both institutions.

To apply to The University of Winnipeg, please see: <http://www.uwinnipeg.ca/apply>

To apply to Red River College, please see www.rrc.ca. When applying to RRC, please note:

RRC does not reserve seats for joint degree students. You are advised to apply to the RRC start date you wish to attend once it is advertised on RRC's website at www.rrc.ca/cre.

The annual application intake opens on March 1 and closes the following February. For example, for the Fall 2021 start date, applications will open March 1, 2020 and close February 28, 2021.

A selection process will determine final candidates. For further information, contact RRC by email register@rrc.ca or call 204.632.2327.

For more information at UWinnipeg, contact a student recruitment officer at welcome@uwinnipeg.ca or 204.786.9844. In any case where the University's Academic Calendar and this fact sheet differ, the current Calendar takes precedence.

CONTACT US

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