October 30, 2010

**MACEWAN’S NEW COMMUNICATION DEGREE WILL OFFER TWO MAJORS: PROFESSIONAL COMMUNICATIONS, AND JOURNALISM**

Edmonton—Grant MacEwan University is pleased to announce its newest academic degree, the Bachelor of Communication Studies (BCS). The BCS will provide students with the core essentials of effective communications, combined with career specializations in two major areas: professional communication, and journalism.

“The BCS degree reflects three important themes: an increased emphasis on professional skills, increased student demand for formal academic credentials, and increased industry demand for accreditation. In announcing this new degree, we are reflecting and responding to these three themes,” said Rey Rosales, acting Dean, Centre for the Arts and Communications.

“This degree will come with significant community support in the form of individual, corporate and family foundation donations. A major gift from the Allard Foundation Ltd., will fuel a $2M-plus endowment for scholarships, bursaries and awards dedicated to students in communications,” said Dale Bayley, Vice-President, Community Relations and Fund Development.

Year one of the program includes coursework for both professional communication and journalism. Years two and three provides specialization in editing, strategic or technical communication, or in news gathering and digital media production. Year three also includes an ethical practice and portfolio course that culminates in a month-long professional field placement.

“MacEwan has always offered students quality learning opportunities in the communications and journalism fields,” said Doug Horner, Minister of Advanced Education and Technology. “This new degree offers students yet another option when planning their futures, and is a welcome addition to Campus Alberta.”

The BCS degree provides preparation for strategic roles in business, traditional and new media, not-for-profit and public sector organizations. Graduates of the BCS program will have a variety of career opportunities to choose from, including communications advisor, coordinator, consultant or public information officer. Other career opportunities include producer, writer, editor, journalist, reporter, reviewer, analyst or commentator.

Admissions for the new BCS degree open on October 1, 2010 and the first classes will be offered in September 2011. For more information about the new BCS degree, please go to [www.macewan.ca/communicationdegree](http://www.macewan.ca/communicationdegree)

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