



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 RRC Polytech 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 RRC Polytech.

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

Required courses:

RHET-110X(3) Academic Writing (unless exempt from the Writing Requirement)

RHET-1120(3) Introduction to Rhetoric and Communications

ENGL-100X(3) English 1A or 3 credit hours of first-year English

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-degreediploma-uwrcc.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 Polytech to do their diploma work. Or you can follow a different pattern, such as:

Year 1-2 – The University of Winnipeg

Year 3-4 – RRC Polytech

Year 5 – The University of Winnipeg

*Students can take courses in the Spring session, or they can be enrolled at RRC Polytech 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 RRC Polytech component of the program has testing procedures that must be passed by all entrants before they will be accepted into the program. (Consult RRC Polytech 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> For more information, contact a student recruitment officer at welcome@uwinnipeg.ca or 204.786.9844.

To apply to RRC Polytech, please see www.rrc.ca. When applying, please note: RRC Polytech does not reserve seats for joint degree students. You are advised to apply to the start date you wish to attend once it is advertised on their website at www.rrc.ca/cre.

The annual application intake opens on March 1 and closes the following February. For example, for the Fall 2025 start date, applications open March 1, 2024 and close February 28, 2025. A selection process determines final candidates. For more information, email register@rrc.ca

CONTACT US

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W <https://www.uwinnipeg.ca/rhetoric/>