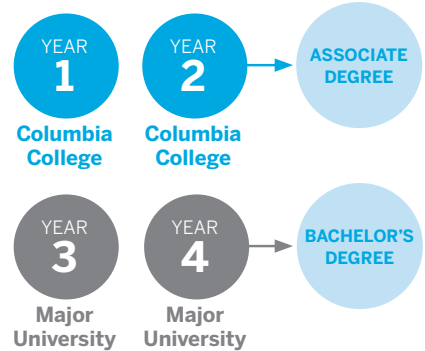


ASSOCIATE OF ARTS DEGREE

# Communication Concentration

An Associate Degree is equivalent to the first two years of a four-year university degree. Universities in British Columbia will guarantee 60 transfer credits to holders of an Associate Degree. Students must meet the grade point average (GPA) established by each university for admission. Upon completion, students qualify to apply for a post-graduate work permit in Canada.



## Program Overview

- The Associate of Arts Degree in Communication allows students to learn about the various critical approaches to media and technology in historical and cultural contexts. It also prepares students to pursue a Bachelor's degree in Communication or a related field.
- Students will explore and analyze the various dimensions of communication.
- Graduates will gain literacy in media and information technologies.
- Students will be able to explore various areas in Communication such as advertising, cultural industries, informational technology, history of media, digital media, political economy, and television.

## Skills Gained

-  Strong understanding of the relationship between media and society.
-  Professional verbal and written communication that can be transferred to a business setting.
-  Awareness of social, organizational, and global issues.
-  Critical thinking skills to evaluate and solve problems.
-  Ability to share information using various information and communication technologies.

## Accelerated Associate Degree: Tri-mester system

Students benefit from the tri-mester system with intakes in January, May, and September. This means students can take more courses over a 12-month period and can complete an Associate Degree in 16 months or two years.

School System	Semester 1				3-4 week break	Semester 2				3-4 week break	Semester 3				3-4 week break	Semester 4			
	Sept	Oct	Nov	Dec		Jan	Feb	Mar	Apr		May	Jun	Jul	Aug		Sept	Oct	Nov	Dec
Trimester Fast Track: 16 months	4 COURSES					4 COURSES					4 COURSES					4 COURSES			

Students take a minimum of 3 and a maximum of 5 courses per semester.



Students who do not wish to accelerate can complete an Associate Degree in 2 years.



**Columbia College**  
Established 1936

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

ASSOCIATE OF ARTS DEGREE

# Communication Concentration

## Program Curriculum Framework

**Must include:** All requirements of an Associate of Arts Degree

20 courses (minimum 60 credits) of 1st & 2nd year courses, to include at least 6 courses (minimum 18 credits) in Arts at the 2nd year level, taken in two or more subject areas.

1st year courses	Choose 3 courses from the list below
CMNS 110 Introduction to Communication Theory	CMNS 205 Introduction to Intercultural Communication
CMNS 130 Explorations in Communications	CMNS 210 Social History of the Media
	CMNS 220 Understanding Television
	CMNS 223 Advertising as Social Communication
	CMNS 230 Cultural Industries to Canada
	CMNS 253 Introduction to Information Technology: The New Media
	CMNS 262 Research Methods in Communication

## Career Possibilities

 <b>ADVERTISING &amp; MARKETING</b>	 <b>PUBLIC RELATIONS</b>	 <b>GOVERNMENT &amp; NON-PROFIT</b>	 <b>JOURNALISM</b>
Communications Specialist	Fundraiser	Volunteer Coordinator	Ad Writer
Marketing & Communications Coordinator	Marketing Assistant	Campaign Worker	Social Media Community Manager
Marketing Consultant	Social Media Coordinator	Community Outreach Worker	Sports Reporter
Advertising Consultant	Event Planner	Events Coordinator	Multimedia Writer

\* Average estimated starting salary for these listed jobs in Canada

**\$41,770 - \$63,624**

(Labour Force Survey/Statistics Canada)

Approximately **748,500** job openings in British Columbia within the next 10 years will require some forms of post-secondary education

(British Columbia Labour Market Report Outlook: 2023 Edition, p. 4)

**#1** in Canada, B.C has the highest salary increase for 2023 for all industries compared to all over provinces.

(www.hrreporter.com)

### Who should apply?

Students who:

- have an interest in developing an understanding of environmental, economic, technological, and political issues in our society.
- wish to gain a better understanding of the world around them as well as learn about human interaction.




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