

# Professional Communication

at The Creative School

Toronto  
Metropolitan  
University

The  
Creative  
School





Instagram

13 @highschool...  
2020-2021

Generation Z and Sponsored Instagram Content:  
"Are you getting people clicking on your PLED ads?"

Malua Bailey  
Ask Me





**Join one of  
Canada's**

**top**

**communication**

**programs**

**(HONOURS) BACHELOR OF ARTS IN PROFESSIONAL COMMUNICATION**



# Master the art of impactful communication strategies and practices.


Professional Communication is a flexible program that explores all aspects of communication including written, visual, auditory, digital and interpersonal. Learn to write, create and produce strategic content for a range of fields and industries, across multiple platforms. Experiment with diverse media, access the latest digital technologies and software and learn how to connect, engage and communicate with audiences.

## CREATE YOUR EXPERIENCE

Explore your interests and find your own voice through a flexible curriculum. Students earn micro-credentials upon the successful completion of workshops in our core creative technology and communication required classes. Throughout the program, you will receive badges such as video producer, web designer, and idea generator to share on social platforms like LinkedIn, or, include on your resume. Gain international experience through virtual and in-person opportunities including summer programs in Italy and the UK.

## ACCESS CUTTING-EDGE TECHNOLOGY

Unleash your creative potential and build an exciting portfolio with access to an equipment library of audio/visual tech, recording studios, and fabrication workshops with specialized equipment for 3D printing, laser cutting, professional printing, virtual reality, and more.





## CAREER OPPORTUNITIES

Communication consistently ranks as one of the top skills that employers across industries look for when hiring. A degree in Professional Communication gives graduates the flexibility to steer their careers toward in-demand jobs in advertising and marketing, public relations, corporate communications, journalism, digital media, public policy, and graphic design.

## INTERNSHIP

Gain professional experience and connections through a work placement. Apply your knowledge and skills in a 'real-world' context and contribute to the communication operations of a participating organization. Past employers have included the Government of Ontario, Corus Entertainment, ET Canada, Rogers Media and more!





# You Belong Here

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As a Professional Communication student, you'll be part of The Creative School, a dynamic faculty offering 27 degree programs in media, design and creative industries that are shaping the future of their fields. As a disrupter in innovative education, The Creative School is where you come to learn, transform and reimagine everything you thought was creative. Through countless transdisciplinary opportunities, you'll become a leader in creative innovation who disrupts the conventions of your profession and expands what is possible. At The Creative School, students enjoy a global experience in the heart of downtown Toronto, developing their talents to emerge as some of the most in demand and employable graduates anywhere.



## CONTACT US

[torontomu.ca/procom](https://torontomu.ca/procom)

@procom\_tmu | @thecreativeschl

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