

PROFESSIONAL WRITING & COMMUNICATION (HBA)

Institute of Communication, Culture, Information and Technology

Writers in the digital age produce the content that feeds the world. Professional Writing and Communication (PWC) graduates are critical thinkers and flexible, reflective writers and editors who apply their knowledge of rhetoric and language across a range of academic disciplines and professional practices. Students examine the way written and oral communication work in professional, academic, artistic, personal and public settings.

Program courses emphasize the multicultural, multi-modal and team-oriented character of professional writing practice. Workshop-style classes give PWC students experience with creative nonfiction, cross-cultural communications, and research-based writing in science, finance, environmental studies and journalistic investigation.

MAKE THE MOST OF YOUR TIME AT UTM!

We want to help you maximize your university experience, so we've pulled together information and interesting suggestions to get you started, although there are many more! As you review the chart on the inside pages, note that many of the suggestions need not be restricted to the year they are mentioned. In fact, activities such as joining an academic society, engaging with faculty and seeking opportunities to gain experience should occur in each year of your study at UTM. Read through the chart and create your own plan using **My Program Plan** found at www.utm.utoronto.ca/program-plans

Programs of Study (POSt)

- Major Program ERMAJ1302 Professional Writing and Communication (Arts)
- Minor Program ERMIN1302 Professional Writing and Communication (Arts)

Check out...

Discover the building blocks of an editor's skills in WRI365H5. You will learn the principles of editing and the editorial process as it applies to many forms of media. Have you ever dreamed of publishing your own book? Consider WRI420H5 Making a Book. You will learn the principles, procedures and practices in book publishing and by the end of the course, you will be a published author!

What can I do with my degree?

The career you choose will depend on your experience and interests. Visit the Career Centre to explore your career options.

Careers for graduates: Communications specialist; Technical writer; Editorial assistant; Science writer; Script writer; Sports editor; Promotion specialist; Media relations officer; Technical writer; Speech writer; Author; Social media community manager; Medical writer; Creative writer, Public relations; Web copy analyst; Advertising, Government; Not-for-profit Sector, Journalist; Copywriter.

Workplaces: Entertainment; Computer and IT; Communications; Medical/Healthcare; Research; Travel; Environment; Customer experience; Biotechnology; Advertising; Policy.



PROFESSIONAL WRITING & COMMUNICATION MAJOR Program Plan

HOW TO USE THIS PROGRAM PLAN

Read through each year. Investigate what appeals to you here and in any other Program Plans that apply to you.

Visit www.utm.utoronto.ca/program-plans to create your own plan using [My Program Plan](#). Update your plan yearly.



	1 ST YEAR	2 ND YEAR
PLAN YOUR ACADEMICS*	<p>Program requirements have changed for students entering as of September 2020. Talk with ICCIT Undergraduate Program Coordinator to confirm program requirements.</p> <p>Choose a program of study (Subject POST) once you complete 4.0 credits. Use the Degree Explorer and the Academic Calendar to plan your degree.</p> <p>Start strong and get informed with utmONE and LAUNCH through the Centre for Student Engagement (CSE).</p>	<p>During your degree, plan to complete required credits for 300/400 level courses.</p> <p>Throughout your undergraduate degree:</p> <ul style="list-style-type: none"> use the Degree Explorer to ensure you complete your degree and program requirements. see the Office of the Registrar and the ICCIT Undergraduate Program Coordinator.
BUILD SKILLS	<p>Use the Co-Curricular Record (CCR). Search for opportunities beyond the classroom, and keep track of your accomplishments.</p> <p>Attend the Get Experience Fair through the Career Centre (CC) to learn about on- and off-campus opportunities.</p>	<p>Use the Career Learning Network (CLNx) to find postings for on- and off-campus work and volunteer opportunities as well as the Work-Study program.</p> <p>Enhance your professional communication skills with the Professional Experience Certificate in Digital Media, Communications and Technology. Enrol in CCT273H5, a required course for the certificate.</p>
BUILD A NETWORK	<p>Networking simply means talking to people and developing relationships with them. Start by joining the ICCIT Council; attend their Meet the Profs Night. Follow the department @iccitutm.</p> <p>Visit the UTM Library Reference Desk.</p>	<p>Do you have a professor you really like or connect with? Ask them a question during office hours. Discuss an assignment. Go over lecture material. Don't be shy! Learn Tips On How to Approach a Professor available through the Experiential Education Unit (EEU).</p>
BUILD A GLOBAL MINDSET	<p>Attend events held by the International Education Centre (IEC), whether you are an international or domestic student. Explore your culture and other cultures through weekly/regular conversations, Language Conversation Circles, debates, and activities to enhance your global and intercultural mindset.</p>	<p>Engage in programs like the Global and Intercultural Fluency Training Series (GIFTS) or learn about and prepare for a future UTM Abroad Experience through the IEC to strengthen and enhance your intercultural skill set, and learn about other cultures while sharing your own!</p>
PLAN FOR YOUR FUTURE	<p>Attend the Program Selection & Career Options workshop offered by the Office of the Registrar and the CC.</p> <p>Check out Careers by Major at the CC to see potential career options.</p>	<p>Explore careers through the CC's Job Shadowing Program.</p> <p>Considering further education? Attend the CC's Graduate and Professional Schools Fair. Talk to professors – they are potential mentors and references.</p>

*Consult the Academic Calendar for greater detail on course requirements, program notes and degree requirements.

3 RD YEAR	4 TH OR FINAL YEAR
<p>Interested in producing a substantial body of writing at a high professional standard? Speak to the ICCIT Undergraduate Program Coordinator about Independent Study courses WRI390H5 and WRI391H5.</p> <p>Explore your interests. Interested in current events and raising student awareness of key issues? Write for The Medium — the source of news for UTM students.</p> <p>Attend an ICCIT Internship Information Sessions and learn more about internships. See CCIT website for details.</p> <p>Establish a professional presence on social media (e.g., LinkedIn).</p> <p>Get involved in and publish in Mindwaves or COMPASS — the official, student-run journals of the PWC program. Visit the journal Facebook page @MindwavesUTM for details.</p> <p>Earn credits overseas! Apply to study for a summer, term or year at one of 140+ universities. Speak to the IEC for details about Course Based Exchange, funding and travel safety.</p> <p>What's your next step after undergrad?</p> <p>Entering the workforce? Evaluate your career options through a CC Career Counselling appointment. Create a job search strategy — book a CC Employment Strategies appointment.</p> <p>Considering further education? Research application requirements, prepare for admission tests (LSAT, GMAT) and research funding options (OGS, SSHRC).</p>	<p>Ensure you have attained all credits required to graduate. Talk with the ICCIT Undergraduate Program Coordinator.</p> <p>Do you want to publish a book? Apply for WRI420H5 to collect material, design, edit, typeset, print and assemble books. Speak to the ICCIT Undergraduate Program Coordinator for details.</p> <p>Log on to ACORN and request graduation.</p> <p>Consider a practical work-based experience through the internship courses WRI410H5 and WRI411H5. Speak to the ICCIT Internship Coordinator.</p> <p>Join a professional association. Check out the Canadian Communication Association and the Toronto Chapter of the Professional Writers Association of Canada.</p> <p>Go to a conference such as Canadian Creative Writers and Writing Programs Conference.</p> <p>Learn about working abroad. Read up on worldwide employment trends and industry outlooks through GoInGlobal. Attend the Go Global Expo. See if you are eligible for International Experience Canada.</p> <p>Market your skills to employers. Get your resume critiqued at the CC. Attend the CC workshop Now That I'm Graduating What's Next?</p> <p>Write a strong application for further education. Attend the CC's Mastering the Personal Statement workshop.</p>

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PROFESSIONAL WRITING & COMMUNICATION

Skills developed in Professional Writing & Communication

To be competitive in the job market, it is essential that you can explain your skills to an employer. Visit the Career Centre to learn how to articulate and market the following skills:

Communication: communicate clearly and effectively for a broad range of purposes and audiences including technical copy, business writing, marketing copy, speeches, proposals and presentations, as well as present persuasive arguments.

Technical: textual analysis and interpretation, as well as editing.

Research: gather and evaluate information, sources, ideas and research; conduct intense primary and secondary research; and conduct and clearly explain research results.

Organization & time management: organize ideas, information, materials, and people, as well as deadline oriented.

Get involved

Check out the 100+ student organizations on campus. Here are a few:

- ICCIT Council
- UTM Student Union (UTMSU)
- UTM Athletics Council (UTMAC)

For a listing of clubs on campus visit

www.utm.utoronto.ca/clubs.

Services that support you

- Accessibility Services (AS)
- Career Centre (CC)
- Centre for Student Engagement (CSE)
- Experiential Education Unit (EEU)
- Health & Counselling Centre (HCC)
- Indigenous Centre (IC)
- International Education Centre (IEC)
- Office of the Registrar (OR)
- Recreation, Athletics and Wellness Centre (RAWC)
- Robert Gillespie Academic Skills Centre (RGASC)
- UTM Library, Hazel McCallion Academic Learning Centre (HMALC)

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FUTURE STUDENTS

Admission to UTM

All program areas require an Ontario Secondary School Diploma, or equivalent, with six Grade 12 U/M courses, or equivalent, including English. The admission average is calculated with English plus the next best five courses. The approximate average required for admission is mid- to high-70s. More information is available at utm.utoronto.ca/viewbook.

NOTE: During the application process, applicants will select the Communication, Culture, Information + Technology admissions category but will not officially be admitted to a formal program of study (Specialist, Major, and/or Minor) until after first year.

Sneak Peek

Express yourself! In WRI173H5, you will learn the theory and practice of an expressive narrative, the most basic prose mode and the foundation for other prose modes.

PWC faculty members help students organize and participate in publishing and reading events within the University, including Mindwaves, the official journal of the PWC program; book launches for PWC course collections or student publications; and evening readings of student work. Faculty also help students get involved in the writing, publishing, journalism and broadcast world.

Cool research areas you can get involved in are: Health and science writing, expressive pedagogies that contribute to the shaping of analytical mindsets, political economy of communication and social media.

Student Recruitment & Admissions

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www.utm.utoronto.ca/future-students

