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 WRI365Y5. 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.

UNIVERSITY OF TORONTO MISSISSAUGA

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.

	1ST YEAR	2ND YEAR
PLAN YOUR ACADEMICS*	Enrol in courses CCT109H5, 110H5 and WRI173H5. 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. Develop academic skills and strategies by enrolling in a **utmONE** First-Year Foundations Course. Build community and gain academic support through **LAUNCH**.	Enrol in WRI273H5 or WRI292H5 or WRI293H5. Attain 0.5 credit from any 200 level WRI courseThroughout your undergraduate degree: • 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	Students in the Major Program (ERMAJ1302) can apply to join the **UTM Co-op Internship Program (UTMCIP)** stream at the end of their first year. The UTMCIP includes mandatory work-readiness modules, followed by a 12- or 16-month paid, full-time, academically related work experience. Attend the **Experiential Education Fair** to learn about for-credit EL opportunities.	Use the **Career & Co-Curricular Learning Network (CLNx)** to find postings for on- and off-campus work and volunteer opportunities as well as the **Work-Study program**. Attend the **Get Hired Fair** through the Career Centre (CC) to learn about on- and off-campus opportunities. Use the **Co-Curricular Record (CCR)**. Search for opportunities beyond the classroom, and keep track of your accomplishments.
BUILD A NETWORK	Networking simply means talking to people and developing relationships with them. Start by joining the **ICCIT Council** and attend the annual **Meet the Profs** event. Follow the department @iccitutm. Visit the UTM Library **Reference Desk**.	Do you have a professor you want to 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). Join the **ICCIT Student Mentorship Program (ISMP)** to connect with upper-year ICCIT peers and for opportunities to build your professional networks.
BUILD A GLOBAL MINDSET	Engage with the many programs offered by the **International Education Centre (IEC)**, whether you are an international or domestic student. Consider joining the **Canada Eh?** day trips or **English Language Conversation Circles** to deepen your global mindset. First-year international students can also take advantage of **THRIVE-IN**, a one-day conference dedicated to helping you start your UTM journey successfully.	Participate in **International Education Week** and engage in programs like **Global and Intercultural Fluency Training Series (GIFTS)** to build on your leadership and communication skills in global citizenship. 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!
PLAN FOR YOUR FUTURE	Start by exploring the **UTM Career Centre Model**—a chance to reflect and choose what's right for you with guided support. Access **MyCareerCentre** 24/7 for flexible, interactive career learning at your own pace. Connect with support in-person: Drop-in to an **Academic & Career Planning Session** to chat with Advisors and Career Counsellors. Visit the Career Corner in the **Student Services Hub** to chat with a Peer Career Assistant about resources that fit your goals.	Explore your options with the CC's **Job Shadow Program**, **In the Field**, or a one-on-one with a **Career Counsellor**. Thinking about grad school? Attend the **Graduate & Professional School Fair**, research application requirements, admission tests, and explore funding options. Getting ready for work? Join workshops, drop-ins, and networking events to build experience and confidently share your skills – Register on **CLNx**.

	3RD YEAR	4TH OR FINAL YEAR
PLAN YOUR ACADEMICS*	For third year and higher, attain 5.5 credits of 300/400 level WRI courses, including the options of CCT417H5 or CCT454H5. 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.	Ensure you have attained at least 0.5 credit at the 400 level from a WRI course. Review Degree Explorer to ensure program requirements are met. Talk with the **ICCIT Undergraduate Program Coordinator.** 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. Log on to ACORN and request graduation.
BUILD SKILLS	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. Build essential skills for the workplace and connect with ICCIT industry experts through workshops, lectures and hands-on experiences. For upcoming events, check out **ICCIT PROfessional Series**.	Consider a practical work-based experience through the internship courses WRI410H5 and WRI411H5. You will apply your writing skills and knowledge you have gained in class through a part-time unpaid or paid work commitment and earn a course credit. Speak to the **ICCIT Internship Coordinator**.
BUILD A NETWORK	Establish a professional presence on social media (e.g., LinkedIn). 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.	Join a professional association. Check out the **Canadian Communication Association** and the Toronto Chapter of the **Professional Writers Association of Canada** or the **Canadian Freelance Guild.** Go to a conference such as **Canadian Creative Writers and Writing Programs Conference**.
BUILD A GLOBAL MINDSET	Expanding your intercultural awareness and developing intercultural skills will help you in your academics, personal growth and are highly sought out by employers. **Earn credits overseas!** Apply to study for a summer term, or year at one of 170+ universities. Speak to the IEC for details about **Outbound Exchange**, funding and travel safety. Attend Global Learning Week to learn about the various opportunities available to you!	Engage in programs like **ISTEP** and **THRIVE-OUT** to support your transition out of the University!
PLAN FOR YOUR FUTURE	Need job search support? Book a coaching appointment with an **Employment Strategist** for personalized guidance. Ready to take the next step for grad school, visit the Pursue Learning section on **MyCareerCentre** and drop-in to chat with a **Career Counsellor** about grad school prep tips. Want to grow your network? Attend the Career Centre Networking Series and Let's Talk About events — Register on **CLNx**.	Join the **Now That I'm Graduating, What's Next?** session to start building your job search plan. Attend the **Sweats to Suits Job Search Conference** and discover diverse career pathways. Work with the **Employment Strategist** team to review your resume and prep for interviews. Still figuring things out? Meet with a **Career Counsellor** to create a career plan and attend a **Career Wellness** session to support your well-being along the way.

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

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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
- The Medium
- Varsity Publications Inc.
- Studio X
- UTM Film Club
- University of Toronto Media Studio (UTMS)

For a full listing of clubs on campus visit the **Student Groups and Societies Directory**

Services that support you

- **Accessibility Services (AS)**
- **Career Centre (CC)**
- **Centre for Student Engagement (CSE)**
- **Equity, Diversity & Inclusion Office (EDIO)**
- **Experiential Education Unit (EEU)**
- **Health & Counselling Centre (HCC)**
- **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)**

Institute of Communication, Culture, Information and Technology

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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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