

Make your media-related college diploma work for you. At UCW, we top up your diploma with real-world courses that examine issues such as the business and economics of mass media, technology culture and legal and ethical issues in multimedia.

You can transform your diploma into a Bachelor of Arts degree in Media and Communications in just one year on campus.

This is what makes us remarkable:

- If you meet our flexible entrance requirements, you're in! We have no enrolment caps.
- You're a person here, not a student number – our class sizes are small so you get personal attention.
- Everybody does better with a coach. Our fees include coaches so that our students can achieve great things.
- You can get your MBA in one additional year of intensive study, upon completion of your Bachelor's degree. That's two degrees in two years!

Plus our Victoria campus puts you right at the centre of a vibrant, friendly city. (And go to www.radiusvictoria.com for information about our new, dynamic downtown campus in the Radius urban village, opening in 2009!)

www.finishfaster.ca

University Canada West can help you develop skills that are in demand in today's market, in a small, relaxed university setting. If you're a college student looking for a flexible, responsive, high-value Bachelor of Arts degree in Media and Communications— talk to us.

We guarantee you'll like what you hear.



UNIVERSITY
CANADA WEST

950 Kings Road
Victoria, British Columbia
Canada V8T 1W6
TEL 250.978.1800
TOLL FREE 866.467.1888
finishfaster.ca



DEGREE
COMPLETION
BA in MEDIA and
COMMUNICATIONS

FINISH FASTER

ANNA | DEGREE COMPLETION STUDENT



UNIVERSITY
CANADA WEST
Be remarkable.



OUR PROGRAM FITS YOUR LIFE

If you've graduated from a community college with a media-related diploma, and you are ready to get on with your career and your life – UCW's BA in Media and Communications program is for you!

HOW TO APPLY

Apply and be admitted: no waiting, no wondering. If you have a recognized College Advanced Diploma in a program such as journalism, broadcasting and film, broadcast radio, broadcast television, broadcast journalism or advertising, and you have a 'B' or better in the last year of your program, you are eligible for UCW's Bachelor of Arts in Media and Communications degree completion program.

ABOUT THE TERM SYSTEM

Our academic year is broken into four 10-week terms: fall, winter, spring and summer. This system allows you to take more courses in a year than you could under a standard 4-month semester system, so you can complete your degree fast and get on with your life.

ENGLISH LANGUAGE REQUIREMENTS

If English is your second language, you must meet UCW's minimum comprehension standards. For more information, check out our website: www.finishfaster.ca.

At UCW, our primary focus is your success. Every program we offer has been carefully designed to prepare you for today's changing workplace while building your skills and enriching your mind. You will learn from professors with established academic reputations and real world experience, in small, intimate classes. To ensure your success in each class, you will have the support of experienced Learning Coaches and Program Assistants.

Bachelor of Arts in Media and Communications at UCW

ONE-YEAR PROGRAM

Standard program plan for one-year degree completion.*

TERM 1

BUSM 301 Advertising
 ECON 103 Principles of Micro-Economics
 BUSM 207 Marketing Management
 MDCM 301 Media and Government
 MDCM 302 Public Affairs

TERM 2

MDCM 304 Technical Writing and Business Communications
 MDCM 305 Public Relations in Practice and Theory
 MDCM 306 Communications Theory
 PSYC 107 Fundamentals of Psychology
 ENGL 105 Contemporary Literature: Drama and Narrative

TERM 3

MDCM 303 Legal and Ethical Issues in Multimedia
 MDCM 401 The Business and Economics of Mass Media
 MDCM 402 Advanced Media and Communications Writing
 MDCM 403 Technology Culture
 SOCI 203 Sociology

TERM 4

CAPS 405 Communication and Behaviour
 CAPS 406 Financial and International Economic Organizations
 CAPS 407 Culture and Political Systems
 CAPS 408 Major Scientific and Technological Discoveries
 CAPS 409 Ecosystems and Sustainable Development

* Example only. We may advise you to substitute some of these courses for others, depending on your diploma transcript.