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](http://www.utm.utoronto.ca/program-plans) to create your own plan using My Program Plan.

Update your plan yearly.

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### 1st YEAR

- Enrol in WRI203H5.
- Choose a program of study (Subject POSt) once you complete 4.0 credits. Use the Degree Explorer Planner and the [Academic Calendar](http://www.utm.utoronto.ca/program-plans) to plan your degree.
- Start strong and get informed with **utmONE** and **LAUNCH** through the Centre for Student Engagement (CSE). Join a [RGASC Peer Facilitated Study Group](http://www.utm.utoronto.ca/program-plans).

### 2nd YEAR

- During your degree, complete 6.5 WRI credits from any 300/400 level courses.
- Throughout your undergraduate degree:
  - use the [Degree Explorer](http://www.utm.utoronto.ca/program-plans) to ensure you complete your degree and program requirements.
  - use the Office of the Registrar and the [ICCIT Undergraduate Program Advisor](http://www.utm.utoronto.ca/program-plans).
- Use the [Co-Curricular Record (CCR)](http://www.utm.utoronto.ca/program-plans) to search for opportunities beyond the classroom, and keep track of your accomplishments.
- Attend the [Get Experience Fair](http://www.utm.utoronto.ca/program-plans) through the Career Centre (CC) to learn about on- and off-campus opportunities.
- Use the [Career Learning Network (CLN)](http://www.utm.utoronto.ca/program-plans) to find postings for on- and off-campus work and volunteer opportunities.
- Work on-campus through the [Work Study program](http://www.utm.utoronto.ca/program-plans). View position descriptions on the CLN.
- 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).

### 3rd YEAR

- Interested in producing a substantial body of writing at a high professional standard? Speak to the ICCIT Undergraduate Program Advisor about Independent Study courses WRI390H5 and WRI391H5.
- Use the [Reference Desk](http://www.utm.utoronto.ca/program-plans). Search for potential mentors and references.
- 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 Advisor for details.
- 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.
- Attend an ICCIT Internship Information Sessions and learn more about internships. See CCIT website for details.
- Attend the [Get Experience Fair](http://www.utm.utoronto.ca/program-plans) and the [ICCIT Undergraduate Program Advisor](http://www.utm.utoronto.ca/program-plans).
- Establish a professional presence on social media (e.g., LinkedIn).
- Get involved with [PWC student run journals](http://www.utm.utoronto.ca/program-plans).
- Earn credits overseas! Study for a summer, term or year at one of 120 universities such as the University of Adelaide (Australia) and the University of Vienna. Speak to the IEC for details about [Course Based Exchange](http://www.utm.utoronto.ca/program-plans) and funding. Meet with the ICCIT Undergraduate Program Advisor.

### 4th OR FINAL YEAR

- Ensure you have attained 6.5 WRI credits at the 300/400 level.
- Consider a [Practical Work-Based Experience](http://www.utm.utoronto.ca/program-plans) through the internship courses WRI410H5 and WRI411H5. Speak to the [PWC Internship Coordinator](http://www.utm.utoronto.ca/program-plans) and visit the ICCIT blog’s [Job Board](http://www.utm.utoronto.ca/program-plans).
- Explore the [International Experience Canada](http://www.utm.utoronto.ca/program-plans) program. Visit the journal Facebook page @ MindwavesUTM for details.
- Get published in [Mindwaves](http://www.utm.utoronto.ca/program-plans) or [COMPASS](http://www.utm.utoronto.ca/program-plans) — the official journals of the PWC program. Visit the journal Facebook page @ MindwavesUTM for details.
- Get Experience Fair. Write for the CC. Attend the CC workshop Now That I’m Graduating What’s Next? Write a strong application for further education. Attend the CC’s [Mastering the Personal Statement](http://www.utm.utoronto.ca/program-plans) workshop and visit the ICCIT blog’s [Job Board](http://www.utm.utoronto.ca/program-plans).
- Consider a [professional association](http://www.utm.utoronto.ca/program-plans). Join the [Canadian Creative Writers and Writing Professional Writers Association](http://www.utm.utoronto.ca/program-plans) of Canada.
- Go to a [conferences](http://www.utm.utoronto.ca/program-plans) such as Canadian Creative Writers and Writing Programs Conference.
- Attend an ICCIT Internship Information Sessions and learn more about internships. See [CCIT website](http://www.utm.utoronto.ca/program-plans) for details.
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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)

Institute of Communication, Culture, Information and Technology

CCT Building, 3rd Floor
University of Toronto Mississauga
3359 Mississauga Rd
Mississauga ON Canada L5L 1C6

905-569-4489
iccit.utm@utoronto.ca
www.utm.utoronto.ca/iccit

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 WRI203H5, you will learn the theory of expressive writing and practice writing expressively.

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

Innovation Complex, Room 1270
University of Toronto Mississauga
3359 Mississauga Rd
Mississauga ON Canada L5L 1C6

905-828-5400
www.utm.utoronto.ca/future-students