Co-op Program
APPLIED COMMUNICATION
COMMUNICATION

This bachelor's degree program prepares versatile communication professionals with a broad understanding of the subject, able to take on various communication projects and assume leadership at any stage. Be it internal or external communications, these students develop and sharpen their skills to design, plan and deliver effective communication campaigns targeted at diverse audience groups.

These students can be entrustd with a wide range of responsibilities dealing with innovative web projects, media relations, ad design and public relations. Recognized for their exceptional editing skills and linguistic rigor, they benefit from this superior training program to master the language, learn essential writing skills andgain professional editing expertise.

WHAT OUR STUDENTS CAN DO FOR YOU

Multimedia

- Design and maintain websites
- Design interactive content (Flash animation, audio and video)
- Participate in the design and implementation of multimedia projects
- Digital image publishing and processing

Communications

- Organize events
- Prepare and update communication plans
- Media relations (press releases and press conferences
- Press reviews
- Project management
- Contribute to the design of promotional activities

Writing and Editing

- Advertising, promotional, journalistic and technical writing
- Write and manage content (Web, blogs and social media)
- Electronic newsletters and internal magazines
- Review French texts and translations from English
- Write speeches and other official documents

CEWIL | ECAMT
CANADA
ACCREDITED PROGRAM
PROGRAMME AGRÉÉ

USherbrooke.ca/ssdp/en

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KNOWLEDGE AND SKILLS

Term	Description
S-1	Understanding the communication plan: objectives, strategies and implementation; basic document research tools and critical evaluation of results; grammar revision, basic rules and principles in writing; advanced features of the MS Office suite.
S-2	Introduction of the top communications firms, as well as governing rules and laws; further grammar studies (including the new grammar); challenges and constraints of professional writing; introduction to vector imaging (Adobe Photoshop) and matrix imaging (Adobe Illustrator), audio editing (Adobe Audition) and video editing (Adobe Premiere).
S-3	Understanding theoretical models that govern communications and evaluating their social and ideological impacts; introduction to the principles and tools of public relations; text editing and its practical application; introduction to web writing, design and management of a multimedia website; HTML5 and interactive environments (jQuery and PHP scripts).
S-4 S-5 S-6	Socio-cultural issues related to the digital and social media, main media effects theories; update on the various types of communications (advertising, corporate communications, event management, journalism, oral communication); learning a content management system (WordPress) through the development of a comprehensive website; principles and concepts related to producing and receiving visual messages. Professional writing (popular science, creative writing) based on the student's interests .

ORGANIZATION OF STUDY (S) AND WORK TERM (W)

1st year			2nd year			3rd year		
FALL	WIN	SUM	FALL	WIN	SUM	FALL	WIN	SUM
S-1	S-2	S-3	W-1	S-4	W-2	S-5	W-3	S-6

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