

Co-op Program

APPLIED COMMUNICATION WRITING



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. With particular focus on professional writing, it offers theoretical and practical training that helps students develop solid skills in French and in the design of effective written communication strategies for various distribution platforms.

These students can be entrusted with an array of responsibilities dealing with innovative web projects, drafting and revision of professional texts of various genres, in line with the restrictions imposed by strategic communication objectives.

WHAT OUR STUDENTS CAN DO FOR YOU

Data Collection and Processing

- Bibliographical research and literature review
- Build databanks (Excel and EViews)
- Prepare and format tables and charts
- Collect statistical data

Economic Analysis

- Cost-benefit analysis of investment projects
- Statistical and quantitative analysis
- Build and assess econometric models
- Summary reports
- Identify market-specific issues and possible solutions
- Develop economic policies

Economic Studies

- Impact of economic policies and regulations
- Economic benefits analysis
- Market survey
- Employment market
- Socioeconomic studies
- Productivity and competitiveness assessment
- Effects of globalization on employment by sector



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	Theoretical models of communication and assessment of their social and ideological impacts; introduction to internal written communications (reports, service offers, minutes of meeting); theoretical and practical skills in text editing; historical background and specificity of language applications and its cultural significance; introduction to web writing, multimedia website design and management; HTML5 and interactive environments (jQuery and PHP scripts).
S-4	Socio-cultural issues related to the digital and social media; professional writing (journalistic, creative and advertising, popular science, editing and rewriting) Update on various types of communications (advertising, public relations, corporate communications, event management, journalism, internal communications) based on the student's interests.
S-5	
S-6	

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