Creative Communications

Overview

- Two-year diploma program

- September entry date

- Annual Application deadline: April 30th

- Laptop delivery (buy your own laptop)

- Exchange District Campus (formerly Princess Street Campus), Winnipeg

- Four specializations: Advertising & Marketing Communications, Journalism, Media Production, Public Relations & Communication Management

- Work experience: two three-week industry placements

- Joint diploma/degree option with The University of Winnipeg

- Credit transfer opportunities: Athabasca University

- International applicants please visit Academic Program, Dates and Fees for a listing of programs for international students, current availability and online application instructions

Description

Creative Communications prepares you for a career in advertising and marketing communications, broadcasting, media production, journalism, public relations and communications management. The program gives you the skills and knowledge necessary to obtain an entry-level position in this wide range of communication-based jobs.

In addition to the areas listed above, students may also take courses in digital media design for print and web, visual storytelling, creative writing, business communications, social media strategy, data analytics and brand marketing.

During your course work, you will work in a media production studio, a Foley/sound recording studio, sound editing suites as well as other dedicated lab spaces.

Indigenous Manitobans may be interested in learning about the Red River College Polytechnic Indigenous Education Pathway to Business, Creative Communications and Digital Technology Programs before applying to Creative Communications. Pathway to Business, Creative Communications and Digital Technology is a nine-month preparatory and exploratory program that provides Indigenous Manitobans with the skills and supports to transition into selected RRC Polytech programs by increasing academic, personal, social and financial readiness. More information about this program can be found at https://www.rrc.ca/indigenous/pathway-to-business-creative-communications-digital-technology/.

Graduate Profile

The Creative Communications graduate will learn to:

1. Create strategic advertising and marketing communications, and brand-new content in traditional and new marketing environments.

2. Produce multimedia journalism and visual stories through research, interviews, photography, videography,

writing, and reporting.

3. Shoot, edit, and present media productions as part of a team in-studio and in the field.

4. Craft messages that ethically shape and persuade public opinion to achieve strategic organizational objectives.

5. Write stories, creative projects, and business communications with clarity and economy. Edit, prepare work for publication, and market one's writing.

6. Lay out, design, and produce communication documents for print and web using digital software applications.

7. Create basic business plans, contracts, and proposals for project work.

8. Showcase advanced communication abilities through professional portfolios, projects, and work placements.

9. Be professional in communications conduct through leadership, ethics, project management, critical thinking, engagement, problem-solving, awareness of workplace culture and politics, interpersonal relationships, and self-management.

Admission Requirements

Your Academic History
If your academic history includes any of the following, please visit My Education for important information: post-secondary studies at an institution other than Red River College Polytechnic; Modified (M), English as an Additional Language (E), or GED high school courses; or home schooling; international secondary (high school) studies.

The college requires transcripts verifying your complete academic history including any public or private high school, college, university, or technical institute you have attended.

Please check the Program Overview page, to see if this program is for Manitoba residents only.

DOCUMENT SUBMISSION

Upload Through Your Future Student Account

- Scan your document(s) and save the file. Ensure you keep your original documents as the College may request to see them at any time.
- Go to apply.rrc.ca and log in.
- Click on your application, then Supplemental Items & Documents.

If you do not have a Future Student Account or require assistance, please contact our Student Service Centre at 204-632-2327.

Internationally Educated Applicants - visit www.rrc.ca/credentials for credential assessment information.

Submission of required documentation indicating proof of completion of admission requirements is due within 15 days of applying unless otherwise noted in the program's admission requirements.

This is a competitive admission program. You'll be required to write an entrance test. Your test will be evaluated by program faculty and assigned a score that reflects your potential for success in the program.

If your test score is within the acceptable range, you will be invited to attend an interview with program faculty. If your test score does not fall within the acceptable range, your application will be cancelled. Offers of admittance will be made to qualified applicants based on test and interview scores in descending order until all available seats are filled. This means not all applicants whose test and interview scores fall within the acceptable range will be offered a seat.

Applicants who are not offered a seat may reapply for a future intake by submitting a new application and application fee and completing the admission test for the application year.

Indigenous Manitobans may be interested in learning about the Red River College Polytechnic Indigenous Education Pathway to Business, Creative Communications and Digital Technology Programs before applying to Creative Communications. Pathway to Business, Creative Communications and Digital Technology is a nine-month preparatory and exploratory program that provides Indigenous Manitobans with the skills and supports to transition into selected RRC Polytech programs by increasing academic, personal, social and financial readiness. More information about this program can be found at https://www.rrc.ca/indigenous/pathway-to-business-creative-communications-digital-technology/.

Early Admission Application Deadline: March 1
If you would like early admission to the Creative Communications program, please apply by the early admissions application deadline of March 1. Applicants whose scores don't qualify them for early admission but do qualify them for acceptance into the program will remain in the eligible pool for admission offers to follow in April.

Annual Application Deadline: April 30

Regular Admission Requirements

1. Grade 12
   - Submit proof of graduation from or enrolment in Grade 12
     - Grade 12 English Literary Focus (40S) or English Transactional Focus (40S) is not required, but recommended
   - If you provide proof of enrolment at time of application, your official final grades indicating successful completion must be submitted by July 15 for fall enrolment or by the deadline specified in your admission letter
   - If you are required to complete an English language assessment, do not submit your transcripts until requested to do so. See English Language Requirements (ELRs) for more information.
     and

2. English Language Requirements (ELRs)
   - Answer this question to determine if you meet this program's ELRs:
     Have I successfully completed 3 years of full-time high school (secondary) education in Canada, the United States, or an ELR exempt country where English was the language of instruction?
     - If YES, you meet English language requirements. Apply and then submit your transcripts* for review
       or
     - If NO, submit proof of meeting an ELRs option. If you choose the English language assessment option, review this program's approved assessments and required levels.
       or
     - If you completed all of your education in Canada, the United States, or an ELR exempt country in English but you did not graduate high school, submit your transcripts* for review.
   - * If your transcripts are from the USA or an ELR exempt country, we will assess an International Credentials Assessment Fee to be paid before your transcripts will be reviewed.
     and

3. Entrance Test (Previously a portfolio submission)
   - Complete a specified Entrance Test
   - This item is not due within 15 days of applying and will be scheduled by the College at a later date
     and

4. Interview
    - Applicants successfully meeting Regular Admission Requirements 1 through 3 will be invited to an in-person or online interview with Creative Communications faculty.
    - This item is not due within 15 days of applying and will be requested by the College at a later date

Mature Student Admission Requirements

If you are 19 years of age or older and have been out of high school for a minimum of one year at time of application, and you do not meet the regular admission requirements, you may apply under the Mature Student admission requirements.

1. Academic Requirement
    - High school graduation is not required, but you must have successfully completed or be enrolled in:
        - Grade 12 English (40S)
    - If you provide proof of enrolment at time of application, your official final grades indicating successful completion must be submitted by July 15 for fall enrolment or by the deadline specified in your admission letter
    - If you are required to complete an English language assessment, do not submit your transcripts until requested to do so. See Regular Admission Requirement 2 for more information. *and*

2. Meet Regular Admission Requirements 2 through 4

English Language Assessments

⚠ The College reserves the right to modify this information without notice or prejudice.

🕓 ASSESSMENT RESULTS MUST BE DATED NO MORE THAN TWO YEARS PRIOR TO YOUR APPLICATION DATE!

Approved English Language Assessments

English Language Assessment	Minimum Scores for Certificates, Diplomas and Advanced Diplomas, and Post Graduate Certificates, Post-graduate Diplomas	Minimum Scores for Bachelor Degrees and Creative Communication
CAEL Online or In-Person	Overall band score of 60	Overall band score of 70 and Writing of 60
IELTS Academic Level	Overall 6.0 and No band below 5.5	Overall 6.5 and No band below 6.0
Password Skills	Overall 6.0 and No band below 5.5	Overall 6.5 and No band below 6.0
LINC Certificate	7	8
Duolingo Language Test	115 and above+ with a min. of 95 in each section	125 and above with a min. of 100 in each section
New English for Academic and Professional Purposes	Successful completion of the program 5 (min 70%)	Successful completion of the program 5 (min 70%)
PTE	54 overall Min 50 in each skill	60 overall Min 55 in each skill band
TOEFL-ibt Academic Level	80 (20L, 20S, 19R, 21W)	90 (22L, 22S, 22R, 24W)
Academic English Program for University and College Entrance Program (AEPUCE)	Successful Completion	Successful Completion
CELBAN	N/A	N/A

Who Should Enrol?

If you have strong writing, creative and technical skills and are looking for a career in communications, Creative Communications is an excellent place to start. You will learn the skills necessary to find work in your field of choice.

Locations, Dates and Fees

Next Estimated Term 1 Start Date (subject to change)

Location	Start Date	
Roblin Centre (Prev. PSC)	Aug 31, 2026	Apply Now

Costs (estimates only; subject to change)

Program/Student Fees	
Year 1	
	$6,519.00
Year 2	
	$6,519.00

Books and Supplies	
Year 1	
	$4,000.00[1]
Year 2	
	$500.00

Other Fees	
Year 1	
	$1,350.00[2]

Program/Student Fees (International)	
Year 1	
	$18,313.00
Year 2	
	$18,313.00

[1] Includes estimate of $3500 for laptop purchase.

[2] Includes estimate of $650 for a DSLR Camera and $200 for removable backup drive

Students may apply for financial assistance through the Manitoba Student Aid program. For general information on applying please call 204-945-6321 or 1-800-204-1685, or visit their website at www.manitobastudentaid.ca, which also includes an online application. For detailed information, please visit one of the RRC Polytech Student Service Centres or call 204-632-2327. Applicants requiring financial assistance should complete their student loan applications well in advance of the class start date.

Program Outline

Year 1 - Term 1
Students take all of the foundation courses listed below at an introductory level:

- COMM-1161 Advertising & Marketing Communications 1
- COMM-1166 Digital Media Design 1
- COMM-1163 Journalism 1
- COMM-1164 Media Production 1
- COMM-1167 Professional Development 1
- COMM-1160 Public Relations & Communication Management 1
- COMM-1165 Writer's Craft 1

Year 1 - Term 2
Students take all of the foundation courses listed below at an intermediate level:

- COMM-2161 Advertising & Marketing Communications 2
- COMM-2166 Digital Media Design 2
- COMM-2163 Journalism 2
- COMM-2164 Media Production 2
- COMM-2167 Professional Development 2
- COMM-2160 Public Relations & Communication Management 2
- COMM-2165 Writer's Craft 2

Year 2 - Term 3

Students choose one of the four specialization streams from the list below:

Advertising & Marketing Communications

- COMM-3161 Advertising & Marketing Communications 3
- COMM-3051 Brand Marketing
- COMM-3166 Digital Media Design 3
- COMM-3050 Media Production for Ad and PR
- COMM-3165 Writer's Craft 3
- WRKE-3004 Work Placement 1

Journalism

- COMM-3163 Journalism 3
- COMM-3166 Digital Media Design 3
- COMM-3052 Digital Storytelling 1
- COMM-3165 Writer's Craft 3
- WRKE-3004 Work Placement 1

Media Production

- COMM-3164 Media Production 3
- COMM-3166 Digital Media Design 3
- COMM-3052 Digital Storytelling 1
- COMM-3165 Writer's Craft 3
- WRKE-3004 Work Placement 1

Public Relations & Communication Management

- COMM-3160 Public Relations & Communication Management 3
- COMM-3051 Brand Marketing
- COMM-3166 Digital Media Design 3
- COMM-3050 Media Production for Ad and PR
- COMM-3165 Writer's Craft 3
- WRKE-3004 Work Placement 1

Year 2 - Term 4

Students continue in their specialization stream:

Advertising & Marketing Communications

- COMM-4161 Advertising & Marketing Communications 4
- COMM-4166 Digital Media Design 4
- COMM-4002 Visual Storytelling
- COMM-4001 Marketing & Data Analytics
- COMM-4165 Writer's Craft 4
- WRKE-4001 Work Placement 2

Journalism

- COMM-4163 Journalism 4
- COMM-4166 Digital Media Design 4
- COMM-4052 Digital Storytelling 2
- COMM-4165 Writer's Craft 4
- WRKE-4001 Work Placement 2

Media Production

- COMM-4164 Media Production 4
- COMM-4166 Digital Media Design 4
- COMM-4052 Digital Storytelling 2
- COMM-4165 Writer's Craft 4
- WRKE-4001 Work Placement 2

Public Relations & Communication Management

- COMM-4160 Public Relations & Communication Management 4
- COMM-4166 Digital Media Design 4
- COMM-4002 Visual Storytelling
- COMM-4001 Marketing & Data Analytics
- COMM-4165 Writer's Craft 4
- WRKE-4001 Work Placement 2

Please note:
1. *Students must pass all courses in each term before registering for any courses in the next term. Students with medical accommodations may choose to to pursue the program part-time through an established part-time pathway; contact the program Chair for more information.*
2. *Students choose the area in which they wish to specialize towards the end of Term 2.*
3. *Students must successfully complete all Term 1 and 2 courses and have a cumulative GPA of at least 2.0, and must achieve at least a "C" in the Term 2 course related to their chosen specialization, to qualify for that specialization.*
4. *If there are more students than available seats in a specialization, students are offered seats in order of highest cumulative grade point average.*

Courses and Descriptions

Year 1
Term 1Credit Hours

COMM-1160
Public Relations and Communication Management 1

4

COMM-1161
Advertising and Marketing Communications 1

4

COMM-1163
Journalism 1

4

COMM-1164
Media Production 1

4

COMM-1165
Writer's Craft 1

4

COMM-1166
Digital Media Design 1

| | 3 |

COMM-1167
Professional Development 1

| | 2 |

Term 2	Credit Hours

COMM-2160
Public Relations and Communication Management 2

| | 4 |

COMM-2161
Advertising and Marketing Communications 2

| | 4 |

COMM-2163
Journalism 2

| | 4 |

COMM-2164
Media Production 2

| | 4 |

COMM-2165
Writer's Craft 2

| | 4 |

COMM-2166
Digital Media Design 2

| | 3 |

COMM-2167
Professional Development 2

| | 2 |

Year 2	
Term 3	Credit Hours

COMM-3165
Writer's Craft 3

| | 4 |

COMM-3166
Digital Media Design 3

| | 3 |

WRKE-3004
Work Placement 1

| | 3 |

Electives

COMM-3050
Media Production for Advertising and Public Relations

| | 3 |

COMM-3051
Brand Marketing

| | 2 |

COMM-3052
Digital Storytelling 1

| | 5 |

COMM-3160
Public Relations and Communication Management 3

| | 8 |

COMM-3161
Advertising and Marketing Communications 3

| | 8 |

COMM-3163
Journalism 3

| | 8 |

COMM-3164
Media Production 3

| | 8 |

Term 4	Credit Hours

COMM-4165
Writer's Craft 4

4

COMM-4166
Digital Media Design 4

3

WRKE-4001
Work Placement 2

3

 Electives

COMM-4001
Marketing: Data and Analytics

3

COMM-4002
Visual Storytelling

3

COMM-4052
Digital Storytelling 2

6

COMM-4160
PR and Communications Mgmt 4

8

COMM-4161
Advertising and Marketing Communications 4

8

COMM-4163
Journalism 4

8

COMM-4164
Media Production 4

8

COMM-1160
Public Relations and Communication Management 1

Students learn the basics of public opinion, ethics, persuasion, and how to create high impact messages. Students use creative thinking to create understanding - through news media, social media, and traditional media.

COMM-1161
Advertising and Marketing Communications 1

This course is an introduction to the business of advertising and marketing, including branding, promotion, and creative writing. Students will concentrate on producing traditional, "interruption-based" advertising, learning the difference between interruptions (where it's been) and destinations (where it's going). The course also provides an introduction to industry regulation and guidelines.

COMM-1163
Journalism 1

Students will learn the basic tools of journalism, lively interviewing and concise writing. They will be exposed to how professional journalists think through the study and dissection of news and other journalistic articles. Students will use their developing reporting skills to write and edit their own journalism.

COMM-1164
Media Production 1

In this course, students will learn how to present on-camera, how to use a digital single-lens reflex camera (DSLR), and basic photography techniques. Students will get hands-on training using additional video and audio recording equipment. Emphasis will be placed on organization and teamwork, along with the creative and

technical aspects inherent to video and audio production.

COMM-1165
Writer's Craft 1

Students will apply the conventions of grammar, spelling and punctuation, learn to read purposefully, write with clarity and economy, and apply documentation conventions. Students will develop their writing in different modes to inform, describe, persuade, and entertain.

COMM-1166
Digital Media Design 1

This course will give students practical knowledge and skills, using digital media application programs, to layout, design and produce basic level communication media for print and web publishing. Students will create communication media using page layout software for print and web purposes, edit pixel-based images using image-editing software for print and web publication purposes, apply graphic design techniques to produce documents for print and web publishing, and manage project and digital files for print and web publishing projects.

COMM-1167
Professional Development 1

Students will analyze how employability skills affect success in the field of communications and identify personal strengths and areas of growth. Topics will include professional behavior, effective listening and note taking, stress management and self care, time management, integrating feedback into work, and self evaluation.

COMM-2160
Public Relations and Communication Management 2

Students learn the fundamentals of building a strategic approach to a communication problem - from research and analysis to choosing the right communication tactics for the job and measuring results. Then, they build on their knowledge of common Public Relations roles in exploring how practitioners apply that strategic approach to solve common organizational challenges of various kinds. The course is delivered through classroom discussion, readings, individual and group projects.

Prerequisites:
COMM-1160, COMM-1161, COMM-1163, COMM-1164, COMM-1165, COMM-1166 and COMM-1167

COMM-2161
Advertising and Marketing Communications 2

Students focus on compelling online destinations across paid, earned, shared, and owned (PESO) media for branded content, native and social in-stream advertising, and search. They will learn the process of "story mining" to uncover and implement a content strategy that resonates with consumers, and apply the key components of creating a compelling content-marketing video. This course also covers how to identify, reach, and attract the right consumers for content by using analytics tools to measure the impact of audience outreach.

Prerequisites:
COMM-1160, COMM-1161, COMM-1163, COMM-1164, COMM-1165, COMM-1166 and COMM-1167

COMM-2163
Journalism 2

Students will explore and develop stories for different forms of journalistic presentation and assess which works best for different kinds of information. They will study media and copyright law. Learning best practices for ethical decision-making is a key component of this course. Students will be exposed to unfamiliar environments, and write stories based on what they find out through research, observation and other reporting skills.

Prerequisites:

COMM-1160, COMM-1161, COMM-1163, COMM-1164, COMM-1165, COMM-1166 and COMM-1167

COMM-2164
Media Production 2

Students will be introduced to the video studio, equipment, and the roles of studio production personnel. Students will learn video editing and media production theory, and expand their experience using DSLR cameras and video editing software. Basic podcasting will be introduced, including creating and maintaining a digital download/Really Simple Syndication (RSS) podcast feed. Students will learn hosting and voiceover techniques to create a professional on-air product.

Prerequisites:
COMM-1160, COMM-1161, COMM-1163, COMM-1164, COMM-1165, COMM-1166 and COMM-1167

COMM-2165
Writer's Craft 2

Students will develop their creative process through writing stories based on their original ideas. They will bring ideas from concept to completion through writing and developing multiple drafts. Students will apply the principles of narrative craft by writing, revising, analyzing, and giving feedback on the stories written by themselves, their peers, and professionals.

Prerequisites:
COMM-1160, COMM-1161, COMM-1163, COMM-1164, COMM-1165, COMM-1166 and COMM-1167

COMM-2166
Digital Media Design 2

This course will give students working knowledge and skills in using digital media application programs to layout, design and produce intermediate level media for print and web publishing. Students will create documents using page layout software for multi-page or interactive print and web publishing purposes, edit pixel-based images using image-editing software for multi-page or interactive print and web publishing purposes, and apply graphic design techniques to produce documents that are legible and navigable in multiple media platforms.

Prerequisites:
COMM-1160, COMM-1161, COMM-1163, COMM-1164, COMM-1165, COMM-1166 and COMM-1167

COMM-2167
Professional Development 2

Students will learn professional techniques that can be applied to their program studies and future careers in the communication industry. Topics to be covered include resolving conflict, working as a team, solving problems and applying critical thinking skills.

Prerequisites:
COMM-1160, COMM-1161, COMM-1163, COMM-1164, COMM-1165, COMM-1166 and COMM-1167

COMM-3050
Media Production for Advertising and Public Relations

In this hands-on course, students will use DSLR cameras, microphones, lighting equipment, and apply professional editing and post-production techniques using video editing software and equipment. Particular emphasis will be placed on corporate video production and the role of the producer. Students will develop performance skills related to voicing commercials, public service announcements and promotions. They will also write radio proposals and plan radio contests and promotional events.

Prerequisites:
COMM-2164

COMM-3051
Brand Marketing

This course places an emphasis on brand marketing planning and strategy using a consumercentric approach. Students will discover the processes used in brand development and how it ties to marketing plans, the marketing mix, and competitive forces. Students will learn how to analyze, position and market a brand, and enhance the brand experience. Students will also create an integrated marketing communications plan for a client.

Prerequisites:
COMM-2161

COMM-3052
Digital Storytelling 1

Students will learn the basics of producing compelling, accurate and technically sound local stories for online, mobile, radio and television. They will work on news judgement, interview skills, writing to visuals and sounds, editing, shooting, voicing, and on-camera presentation. They will also learn how to run a studio and control room, build graphics, and produce line-ups with news software. Additionally, students will use social media to tease and promote stories.

Prerequisites:
COMM-2164

COMM-3160
Public Relations and Communication Management 3

Communication Management is the practice of using strategic, creative problem-solving to achieve an organization's objectives. This course provides a more detailed and nuanced view of the practice of Public Relations (PR), and begins to put the principles, tools and approaches of strategic, ethical PR to work. Students examine the differing informational needs of stakeholders in business, government and non-profit organizations, and create strategic communications to engage them using a range of digital and traditional media.

Prerequisites:
COMM-2160, COMM-2161, COMM-2163, COMM-2164, COMM-2165, COMM-2166 and COMM-2167

COMM-3161
Advertising and Marketing Communications 3

This courses focuses on advertising and content in a campaign context. Students will develop and execute creative campaign ideas that can be integrated across traditional and new marketing environments, and will deepen their understanding of strategy, brand promotion, and client relations. Working with real clients with campaign-based objectives, students will have the opportunity to present and justify their work.

Prerequisites:
COMM-2160, COMM-2161, COMM-2163, COMM-2164, COMM-2165, COMM-2166 and COMM-2167

COMM-3163
Journalism 3

Students will learn advanced reporting tools and story idea development. They will study the workings of freedom of information legislation and file requests to develop publishable and original stories. They will study the character and professional habits of professional journalists. Students will write stories sourced from police and the law courts. Students will also develop photojournalism acumen, learning how to illustrate their stories with still images.

Prerequisites:
COMM-2160, COMM-2161, COMM-2163, COMM-2164, COMM-2165, COMM-2166 and COMM-2167

COMM-3164
Media Production 3

Students will expand their experience to include professional videography and field audio techniques, along

with advanced post-production using video editing software. Using DSLR and High Definition cameras, this hands-on course covers audio and the use of microphones, lighting for video, and storytelling techniques. Students will continue to build on their audio production skills by recording and producing more complex sound projects. Particular emphasis will be placed on the role of a corporate video producer and how to freelance in the industry.

Prerequisites:
COMM-2160, COMM-2161, COMM-2163, COMM-2164, COMM-2165, COMM-2166 and COMM-2167

COMM-3165
Writer's Craft 3

Students will hone their critical reading skills through analyzing, interpreting, and evaluating a variety of short and long texts. Students will practice research techniques and processes, apply research to written projects, and learn how to market their writing.

Prerequisites:
COMM-2165

COMM-3166
Digital Media Design 3

This course will give students intermediate working knowledge and skills using digital media application programs to create and edit graphic effects for video and web applications. Students will edit pixel-based images to create effects, graphics and illustrations for video and web applications, build simple websites using multiple web platforms, create interactive documents for web and e-publishing, repurpose print articles and photographs for web publishing applications, incorporate social media platforms into websites, and manage web content using content management systems.

Prerequisites:
COMM-2166

COMM-4001
Marketing: Data and Analytics

Students will learn how digital technology is used to inform and shape digital marketing strategy. The course focuses on online data - what it is and how to find it, analyze it, and use it to make decisions. Students will explore current approaches to search engine optimization and search engine marketing, web traffic analysis, database marketing, and social media management, and the ways they are used to establish marketing goals and measure success.

Prerequisites:
COMM-3051

COMM-4002
Visual Storytelling

This course trains students to tackle news, documentary and event photography and familiarizes them with the techniques used by working photojournalists and visual storytellers in the field. Students will learn through hands-on photography practice. They will photograph a wide range of editorial assignments. They will learn professional strategies for how to problem-solve when a photo subject asks: 'What do you want me to do?'

Prerequisites:
COMM-3050

COMM-4052
Digital Storytelling 2

Students will work as a team in a fast-paced, deadline-driven production environment to produce weekly digital content for television, radio and a variety of online platforms. They will cover story topics from all angles and viewpoints and will act as producers, on-air hosts, videographers, control room operators and technicians.

Students will also tease and promote stories on social media.

Prerequisites:
COMM-3052

COMM-4160
PR and Communications Mgmt 4

In this course, students take a more in-depth look at the most common organizational needs that Public Relations/Communication Management (PR/CM) strategies address beyond promotions, and will use the knowledge and skills that they have built to create solutions. Students put large-scale communication plans into action, using project management skills to manage deliverables and demonstrate professional client service. They build on media relations foundations to practice advanced interview techniques. Students also prepare to effectively apply for jobs in professional PR.

Prerequisites:
COMM-3160

COMM-4161
Advertising and Marketing Communications 4

This course challenges students to use their critical thinking skills to tackle an array of higher complexity marketing communications tools for different audiences, platforms and clients. Students will enhance their knowledge of digital strategy, content marketing and the user experience, and prepare a portfolio that demonstrates the broad range of skills they have acquired. In this course, there's a particular focus on innovation, technical execution, and the ability to problem solve independently.

Prerequisites:
COMM-3161

COMM-4163
Journalism 4

Students will study and practice incorporating advanced narrative non-fiction writing techniques into their written work. They will learn the principles of writing solid opinion editorials and analysis. Students will develop digital presentation methods to reach social media audiences. Students will design and build portfolio websites aimed at prospective employers. Creating long-form photojournalism stories will help students hone their camera and visual storytelling skills.

Prerequisites:
COMM-3163

COMM-4164
Media Production 4

In this hands-on course, students will write and produce a broadcast quality documentary series for a client. They will learn how to shoot in front of a green screen and use industry-specific software to create motion graphics. Students will edit audio and record sound in a Foley studio. They will learn how to work independently as a freelance video producer, videographer and editor.

Prerequisites:
COMM-3164

COMM-4165
Writer's Craft 4

Students will apply their research, writing, and critical thinking skills to a substantial written project. They will read for evaluation and critique while editing their own work and that of their peers. They will apply the publication process.

Prerequisites:
COMM-3165

COMM-4166
Digital Media Design 4

Students will plan, create and manage basic websites for communication initiatives using digital media application programs. They will develop innovative web content for specific communication initiatives. Using image-editing software, the students will produce and edit advanced pixel-based images in order to create effects, graphics and illustrations for web applications. Students will incorporate basic html code into websites, and generate interactive media portfolios of personal work for self-promotion.

Prerequisites:
COMM-3166

WRKE-3004
Work Placement 1

Academic Requisites/Eligibility:

a) Successfully completed all first-year courses;
b) Maintained a GPA of 2.0 or better in the program;
c) Completed all coursework to date (no missing assignments);
d) Enrolled in one of the four specializations and maintained a grade of C or better in that specialization;
e) Demonstrated workplace readiness through consistently professional conduct throughout the program. These requirements apply right up to the start of the work placement. An arranged placement may be canceled should a student fail to fulfill the eligibility requirements.

Work Placement 1 is the first of two opportunities for a student to gain workplace experience in the communications industry. The three-week placement allows students to apply the skills they develop in the Creative Communications program, get professional feedback on their abilities in the workplace, determine specific areas of interest in the communications industry, and test their skills against the demands of the workplace.

Prerequisites:
COMM-2160, COMM-2161, COMM-2163, COMM-2164, COMM-2165, COMM-2166 and COMM-2167

WRKE-4001
Work Placement 2

Academic Requisites/Eligibility:

a) Successfully completed all semester three courses to date;
b) Completed Work Placement 1 satisfactorily, as defined by your placement advisor and host supervisor;
b) Maintained a GPA of 2.0 or better in the program;
c) Completed all coursework to date (no missing assignments);
d) Enrolled in one of the four specializations and maintained a grade of C or better in that specialization;
e) Demonstrated workplace readiness through consistently professional conduct throughout the program.

These requirements apply right up to the start of the work placement. An arranged placement may be canceled should a student fail to fulfill the eligibility requirements. Work Placement 2 is the second opportunity for students to gain workplace experience in the communications industry. The three-week placement allows students to apply the skills they develop in the Creative Communications program, get professional feedback on their abilities in the workplace, determine their specific areas of interest in the communications industry, and test their skills against the demands of the workplace.

Prerequisites:
All term 3 courses in the relevant program stream need to be completed prior to taking WRKE-4001.

Computer/Laptop Requirements

All students in the Creative Communications program are required to supply their own laptop computer that is capable of running the current Adobe Cloud software. Smaller screens are not recommended based on the types of editing work students perform on their laptops. Red River College Polytechnic will provide the necessary software, including Adobe Creative Cloud and Microsoft Office, including MS Teams, which are included in the program tuition and fees.

The use of laptop computers is an integral part of this program. It will enhance your learning and competitiveness in the job market. This universal-access approach to learning is a shared one between students and the College. Laptop and software specifications will be provided after you are accepted into the program to ensure the laptop complies with the program requirements and will interface with RRC Polytech software and equipment.

Do not purchase a laptop until you have been accepted for the program.

The College will also provide information about software, network access, and help desk support if you require assistance. You will have on-campus access to e-mail, College networks, and the Internet.

Off-campus access to the Internet is the responsibility of the student.

Students are also required to have a DSLR camera that can shoot HD video and can use interchangeable lenses. Specifications regarding the DSLR camera, as well as other required supplies and equipment, will be provided after applicants have been accepted into the program.

Please refer to https://www.rrc.ca/future-students/computer-requirements/ for further information on Computer Requirements for Students.

Majors

In Year 2, you choose one of four specializations: Advertising and Marketing Communications, Journalism, Media Production or Public Relations & Communication Management.

Transfer Credit Opportunities

Athabasca University

- Credits toward a Bachelor of Professional Arts - Communications Studies

Recognition of Prior Learning

Recognition of Prior Learning (RPL) is a process which documents and compares an individual's prior learning gained from prior education, work and life experiences and personal study to the learning outcomes in College courses/programs. For more information, please visit www.rrc.ca/rpl.

Other Information

The Creative Communications program has a *special selection process*. Applicants must demonstrate through a custom test, which they write within a defined time-frame with invigilation, that they have strong English language skills, an aptitude for writing, critical thinking, and the ability to communicate what's happening in the world around us. This evaluation process ensures that you have the potential to perform well in the program and in a future career in the communications industry.

The Application

After reviewing the program admission requirements, submit a *full-time program online* application at www.rrc.ca/apply. Paper applications are also available at www.rrc.ca/apply or at any RRC Polytech Student Service Centre, but are not recommended.

The Admissions Process

Please see the information provided under the "Admission Requirements" tab for a complete outline of the Creative Communications admissions process.

All qualified applicants will receive information outlining the entrance test and interview details by email. Successful applicants will receive notice of their acceptance to the program in writing, along with information outlining guidelines, equipment, software, and material requirements and including recommendations for preparing to begin the program.

Applicants not offered a seat may reapply for a future intake by submitting a new application, application fee, and submitting to that intake's entrance test and interview.

Joint Programs

Red River College / University of Winnipeg
Red River College Polytechnic, in cooperation with the University of Winnipeg, offers a diploma/degree program. The programs are separate from each other - the agreement between the two schools is that the U of W will accept the RRC Polytech Creative Communications diploma as transfer of 48 credit hours towards their 4-year Bachelor of Arts Degree in Communication.

You must apply to University of Winnipeg and Red River College Polytechnic separately and meet the admission requirements for both the U of W and RRC Polytech's Creative Communications program. You may start at the U of W without having applied or been accepted to RRC Polytech.

RRC Polytech does not reserve seats for joint degree students. You are advised to apply to the RRC Polytech start date you wish to attend once it is advertised on RRC Polytech's website at www.rrc.ca/cre The annual application intake closes on April 30. For example, for the Fall 2024 start date, applications will be accepted until April 30, 2024.

No preferential treatment is given to those who have already attended the U of W, or plan to attend the U of W. Enrolling in the joint diploma/degree program is completely optional.

Benefits of the joint diploma/degree program
The joint diploma/degree program offers you the opportunity to get both a four-year BA degree with a major in Communications from the University of Winnipeg, and a two-year Creative Communications Diploma from Red River College Polytechnic. Normally, a 4-year degree requires the completion of 120 credit hours of university course work. This joint program offers you the possibility of receiving the 4-year degree by taking 72 credit hours of course work at the University of Winnipeg, and the remaining 48 credit hours required for the degree in the two-year Creative Communications diploma program at RRC Polytech. It offers you the opportunity to get both a degree and a diploma in Communications at the same time, as well as experience what both university and college have to offer.

Timeframe
It's recommended (but not required) to attend the U of W first, followed by RRC Polytech. The RRC Polytech Creative Communications program offers opportunities for work placement and learning up-to-date technology, which can be helpful when looking for work immediately after you graduate. Students can opt to spend two to three years at the University of Winnipeg first, completing the 72 credit hours of required courses, and then take the two-year Creative Communications program at Red River College Polytechnic. Students would then transfer the RRC Polytech Creative Communications diploma to the U of W for 48 credit hours, and graduate from both schools at the same time.

University course guidelines
There are strict guidelines regarding the courses required for the U of W portion of the joint degree program. U of W joint degree students must choose one of four course cluster areas for their communication degree: Human Relations; Marketing & Business; Performance & Production; Politics, Ethics & Culture. It is

recommended that applicants make an appointment with an academic advisor at the U of W to discuss their academic plan to ensure they are meeting all requirements of the U of W program. The RRC Polytech Creative Communications diploma program is the same curriculum regardless of whether a student is in the joint degree or not.

Employment Potential

Creative Communications has an excellent reputation in the community, and graduates have had much success in finding work in their chosen fields. Past employment records show that a high percentage of graduates are working in program-related fields in Manitoba, other provinces, and other countries. In all areas there are growing opportunities online.

Graduates with a journalism specialization may find employment in writing or editing for newspapers and magazines (print and online); researching, writing and presenting content for broadcast on online, radio and/or television platforms; creating content for other media.

Graduates with an advertising and marketing communications specialization look to futures with advertising agencies, small businesses, corporate offices or government departments, where they work as copywriters, media strategists, marketing coordinators, business managers, or client service representatives.

Graduates with a media production specialization have career possibilities creating content for online, television and radio platforms. Positions in media production can include communication departments in large companies or government, communication firms, production studios, TV newsrooms or programs, radio stations, web-based companies, or freelance videography.

Graduates with a public relations and communication management specialization are prepared for managing all aspects of communications for an organization, business, corporation or government office, including community, media and internal relations, as well as social media strategy.

To find out more about these fields, you could contact people who work as writers, journalists, public relations or communication practitioners, media producers, broadcasters, or technicians in the communications field.

Advisory Committee

The Creative Communications program meets with, and is advised by, a committee made up of local professionals from all areas of the communications industry to ensure the program curriculum enables our students to find employment after graduation.

Academic Advising Service

Our academic advising service can provide information about our full-time programs, explain program admission requirements, and help you select the right program to meet your career and academic goals. We can also connect you with helpful people, resources, and supports.

- For more information visit academic advising.

- If you are an Indigenous student, you can contact an Indigenous Admissions Advisor.

- If you are an international student, you can contact International Education.

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