



MEDIA RELEASE

July 15, 2010

New advanced certificate program at College aims to get the message across

Okanagan College will offer a new program this fall to address a growing demand by employers and professionals for enhanced communication skills.

Starting in September, the Advanced Certificate in Communication will help students develop professional writing and public relations skills, and offer education in management communication, writing for marketing, and visual communication.

An information night will be held at 7 p.m. July 27 at Okanagan College's Kelowna Campus, (Rm. E202 in the Centre for Learning) to explain the program and address questions that prospective students might have.

"This will interest people who already have post-secondary credentials and who can appreciate the need to develop further communication skills to advance their careers or meet employer needs," explains Sharon Josephson, Chair of Okanagan College's Communications department. "At a time when our world is caught up in an ever-increasing number of communication channels and challenges, it's important to build the skills to communicate through the clutter."

"It's not enough to know the message you want to communicate, you need to know how to express it succinctly, effectively, and directly to the audiences who need to hear it."

Admission requirements for the Advanced Certificate in Communication program include having completed 60 credits of post-secondary study in arts, science, business or engineering technology. (60 credits is equivalent to two years university education.)

"Really, this is aimed at people with degrees, associate degrees, and most college diplomas," explains Josephson. "A qualified student could complete the requirements for the credential in less than a year of study, but the program really caters to people whose careers or lives lend themselves better to part-time studies. And those students who already have credits in first-year Communications or English can apply some of those credits toward the Advanced Certificate." Six courses—18 credits—are required for graduation.

"If they have the right credits in English or Communications, they may only have to take four courses to complete the Advanced Certificate," says Josephson.

Those interested in the Advanced Certificate can find out more by visiting www.okanagan.bc.ca/acc.

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