

HONOURS BACHELOR OF COMMUNICATIONS & MEDIA (BCMM)

About the Program

Seneca's Honours Bachelor of Communications & Media degree program will prepare you to apply strategic communications leadership best practices in support of the goals of any organization, industry or entrepreneurial endeavour.

You will gain the leadership skills and confidence to deliver transformative communications strategies across multiple platforms. In addition to building foundational communication skills across various traditional mediums, this program emphasizes the exploration of new and evolving industry trends such as artificial intelligence, data literacy and the effective use of digital channels.

With a foundation in communications theory and professional practice, this program also integrates leadership, business management, soft skills development and design so that you emerge as a well-rounded, industry-ready graduate.

The program's mix of in-person and online delivery will mirror current professional workplace environments. Team-based projects and immersive industry-related experiences are part of the curriculum to provide opportunities for focused, hands-on learning. You will gain practical experience through a work-integrated learning opportunity and at the on-campus, student-run, industry-connected marketing agency.

In the final year of the program, you will demonstrate your proficiency in strategic communications by exploring a specialized element of study mirroring your unique area of interest, be it social media or perhaps public relations. Through intensive capstone projects that incorporate both individual and team deliverables, you will apply your skills to design solutions to real-life communications problems. This project will serve as a strong portfolio piece for future job or academic postgraduate applications.

Credential Awarded

Honours Bachelor Degree

Duration

8 semesters (4 years)

Starts

September

Program and Course Delivery

This program is offered in Seneca's hybrid delivery format with some courses available in Seneca's flexible delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

Skills

Throughout this program you will develop the following skills:

- Research, plan, analyze, contextualize, operationalize and evaluate communication strategies across multiple platforms
- Understand the potential use and misuse of data analytics, artificial intelligence and social media to provide informed counsel to clients
- Develop communication strategies informed by qualitative and quantitative research, integrating art, communications, artificial intelligence tools, design, technology and business
- Explore entrepreneurship

Work Experience

Mandatory Degree Work Term

A work experience that includes at least one term in a formal work environment. The work term(s) may be a paid or unpaid position that is completed between two academic semesters and requires a minimum of 420 hours of work. Students must be in good standing and meet all identified requirements prior to participating in the work experience. The successful completion of the work term(s) is required for graduation. Eligibility for participation does not guarantee that a work position will be secured. Additional fees are required for the mandatory degree work term regardless of success in securing a work position.

Your Career

Graduates of the program can explore the following career options:

- Corporate communications
- Internal and external communications
- Public relations
- Marketing
- Event planning
- Publicity
- Campaign development for various industries
- Digital content creation
- Political and public affairs
- Multimedia development
- Agency engaging in client relations
- Project management

Broad range of potential careers and work placements, including:

- Communications specialist
- Marketing communications co-ordinator
- Public relations co-ordinator
- Digital content specialist
- Advertising co-ordinator
- Public relations agency account manager
- Social media specialist
- Corporate affairs specialist
- Publicity / Publicist
- Corporate communications co-ordinator

- Community relations specialist
- Corporate social responsibility
- Entrepreneur / Consultant
- Content editor
- Copywriter

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
BCM100	Information Theory and Interactivity	3
BCM101	Introduction to Audio and Video Production	3
BCM102	Persuasive Communication	3
BCM103	Contemporary Narrative Structures	3
ENG106	Writing Strategies	3
Semester 2		
BCM120	Media, Law and Ethics	3
BCM121	Communicating Across Genres and Ideologies	3
BCM122	Information Product Development, Infopreneurs and Communication Structures	3
BCM123	Audiences, Usability and Data Analytics	3
plus: Liberal Studies Course (1)		3
Semester 3		
BCM200	Media and Culture	3
BCM202	Web Development and Design	3
BCM203	Quantitative Storytelling	3
HST430	Organizational Behaviour	3
plus: Liberal Studies Course (1)		3
Semester 4		
BCM220	Corporate Communications and Public Relations	3
BCM221	Strategic Planning and Development	3
BCM222	Social Media and Content Management	3
BCM223	Generative Artificial Intelligence for Communicators	3
plus: Liberal Studies Course (1)		3
Semester 5		
BAB905	Project Management	3
BCM300	Advanced Community Engagement and Strategic Relations	3
BCM302	Multiplatform Content Development	3
BCM303	Communications Methodology	3
LSO510	Indigenous Awareness: Towards Truth and Reconciliation	3
plus: Liberal Studies Course (1)		3
Semester 6		
BCM320	Assessing Communications Performance	3
BCM321	Business for Communications and Media	3

BCM322	Production Planning, Budgeting and Scheduling	3
BCM323	Research Methods in Communications	3
WTP200	Work Term Preparation	1
plus: Liberal Studies Course (1)		3
Work-Integrated Learning Term		
BCM771	Communications and Media, Co-op	35
Semester 7		
BCM400	Evaluation Communication Campaigns	3
BCM401	Digital Entrepreneurship	3
BCM402	Advanced Concept Development and Production: Independent	3
BCM403	Communications Research Project Independent	3
plus: Liberal Studies Course (1)		3
Semester 8		
BCM420	Leadership and Applied Ethics	3
BCM421	Strategic Communications Leadership	3
BCM422	Advanced Concept Development and Production: Team	3
BCM423	Communications Research Project Team	3
plus: Liberal Studies Course (1)		3

Seneca has been granted a consent by the Minister of Colleges and Universities to offer this degree for a seven-year term starting Feb. 24, 2022. In conformity with the Minister's criteria and requirements, Seneca will submit an application for the renewal of the consent for this program 12 months prior to the expiration of the consent. Seneca shall ensure that all students admitted to the above-named program during the period of consent will have the opportunity to complete the program within a reasonable time frame.

Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Communicate information and ideas to target audiences using industry-specific storytelling devices, digital tools, artificial intelligence and analytics.
- Assess communication in the organization and provide recommendations that align with leadership practices, reputation, risk management and organizational objectives.
- Develop and implement strategic leadership and communications plans and leadership strategies using best practices in digital and traditional communications.
- Create communications and campaign materials using a range of project management tools in compliance with Canadian legislation, industry standards, and business practices to support the goals of the organization.
- Employ established research methodologies and social listening techniques to strategically analyze data, and evaluate outcomes.

- Apply ethical, legal, and professional codes of conduct when communicating with stakeholders within diverse organizational environments and across a wide variety of technologies.
- Build and manage interpersonal relationships and teams through effective communication, collaboration, negotiation, problem solving, and self-reflective practice.
- Analyze the social, historical, technological, environmental, political and ideological forces and structures of current events to enhance collaboration and promote diversity, inclusion, and equity in global communication strategies.
- Integrate digital and content marketing principles, artificial intelligence and data management to develop entrepreneurial opportunities in the broader media and communications industry.

Admission Requirements

- Ontario Secondary School Diploma (OSSD) or equivalent, including six Grade 12 U or M courses with a minimum overall average of 65%, or a mature applicant (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>).
- Required courses with minimum final grade of 65% in each:
 - English: Grade 12 ENG4U

Learn about Seneca's free English upgrading course (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options/english-12u-equivalency.html>) and math upgrading course (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options/math-12u-equivalency.html>) for applicants who don't meet the high school requirements, as well as recommended upgrading for applicants who don't meet their academic subject requirements. (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options.html>)

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Additional Notes

While a Grade 12 English (ENG4U) is required for admission, additional courses in English, communications, media, art, and design are strongly recommended for success in the program. Grade 12 Mathematics of Data Management (MDM4U) and computer studies are also recommended.

International Student Information

International admissions requirements vary by program and in addition to English requirements (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html>), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada ([senecapolytechnic.ca](https://www.senecapolytechnic.ca)) (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html>).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (<https://www.senecapolytechnic.ca/pathways.html>) web page.

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