

Diploma in **APPLIED COMMUNICATIONS**

Diploma

1
YEAR

Diploma
with Co-Op

2
YEARS



VGC's **Diploma in Applied Communications Program** equips students with the practical communication skills needed to succeed in the business world:

- Learn to simplify and communicate complex ideas
- Develop a foundational knowledge in business
- Build marketing and sales techniques
- Learn strategies for customer relationship management

Along with in-class lessons, this unique program gives students **a pathway** with their diploma, providing them seamless entry to any of our partner institutions to continue their professional development.

CO-OP WORK EXPERIENCE

The paid Co-Op work experience is an important part of this program. It allows students to apply their classroom lessons in a variety of real-world work settings. It is designed to let the student experience a Canadian work environment that supports the learning objectives of their class.

Over the course of the academic program, Co-Op students will take a four-week Job Search course. It will help them with researching employment opportunities, understanding their own strengths and weaknesses and building a professional image.

Students will work with a Co-Op Coordinator to find suitable work opportunities and be assisted to successfully complete their Co-Op program. Following the completion of the Co-Op portion, each student will complete a two-week Capstone project to finish their diploma program.

i PROGRAM INFORMATION

Monday to Thursday

8:45am to 1:50pm

Friday

8:45am to 11:45am

*Class start and end times may vary as schedules will be modified to accommodate Canadian holidays.

L DURATION

Diploma:

1000 hours of instruction over 52 weeks (1 year)

Diploma with Co-Op:

1020 hours of instruction + 1020 hours of Co-Op over 104 weeks (2 years)

📋 ENTRY REQUIREMENTS

- 18+ years old or complete High School
- Reach an IELTS 5.0 (academic) or TOEFL 60/VGC Level 5 Intermediate or equivalent, or pass the VGC Placement Test (only for international students)
- Pass an admissions interview

📅 START DATES

Students can start every 4 weeks.

Please refer to vgc.ca/start-dates for an overview.

Please contact marketing@vgc.ca for fees.



TERM 1 (6 months)

Communications 100 (8 weeks)

This course is designed as a foundation for students who want to improve their communication skills in a professional or academic setting. Students will work on clear interpersonal communication and will be equipped with effective strategies and language to communicate thoughts and ideas clearly and avoid misunderstanding.

Communications 200 (8 weeks)

This course builds on Communications 100 and further develops the interpersonal communication skills, with emphasis on communicating more complex ideas with clarity. Students will learn how to clearly structure and present ideas to avoid miscommunication and how to critically think about their own work and ideas, as well as the work of others.

Communications 300 (8 weeks)

This course focuses on intercultural communication. Already equipped with high-level communication skills, students will focus on strategies for understanding more complex ideas and analyzing them with a critical eye. Through debates and discussions students will learn how to objectively and persuasively deliver ideas to be successful in an academic or professional environment.

TERM 2 (6 months)

Once the Communication courses have been completed, students will take an additional three compulsory and three elective courses to complete their diploma.

The compulsory courses are:

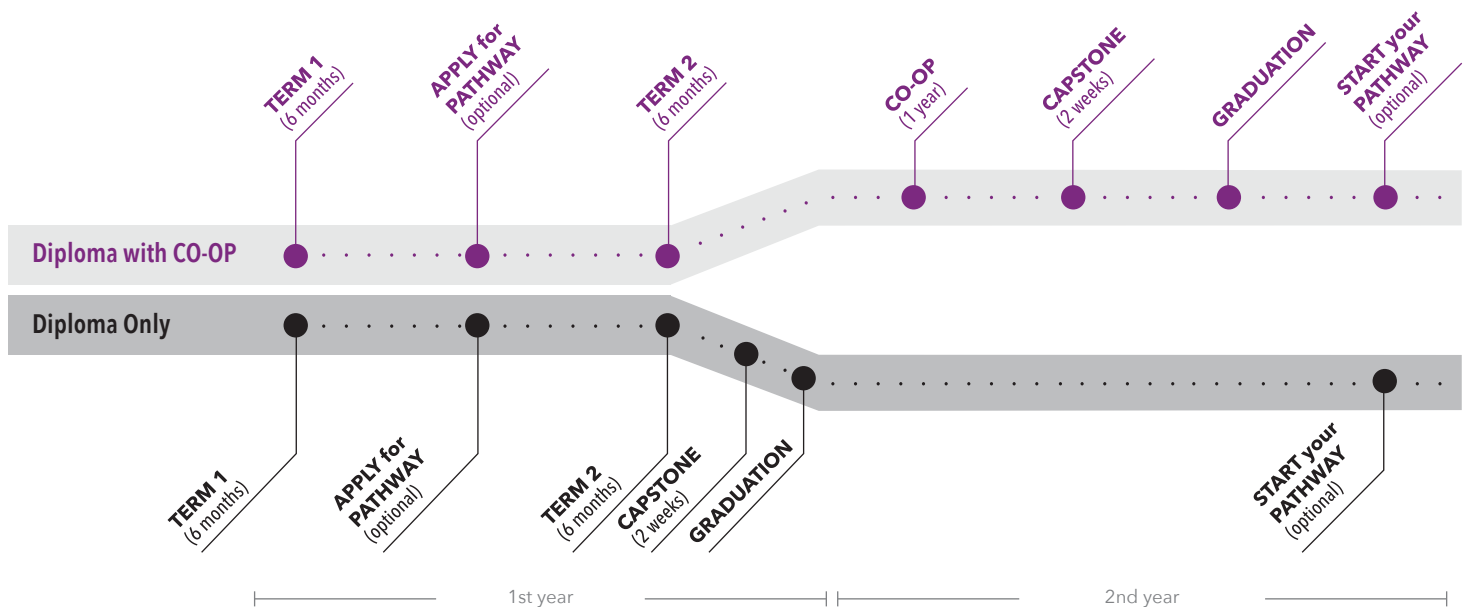
- Applied Leadership in the Workplace
- Business Communication Essentials
- Business Presentations and Practices

Students have the ability to choose three of the following courses to complete their diploma:

- Communication for Customer Satisfaction and Excellence
- Introduction to Canadian Business Management
- Practical Business Calculations
- Marketing Essentials
- Practical Sales Techniques
- Principles of Managing Customer Relationships

Each of the compulsory and elective courses is 4 weeks in duration.

Due to possible scheduling conflicts, students may not get all their choices of elective courses. Please consult with a VGC Advisor at the start of the program.



* Term 1 and Term 2 must be taken in sequence. Term 1 classes are 2 months in duration. Term 2 classes are 1 month in duration.