



**SFU**

SIMON FRASER UNIVERSITY  
CONTINUING STUDIES

Think

**INFLUENCE**

.....  
Harness your power as  
a communicator to tell  
the stories that matter.

**WRITING AND COMMUNICATIONS**

— PROGRAMS AND COURSES —



» SFU's Vancouver campus

# Welcome to Writing and Communications at SFU Continuing Studies!

Thanks to the variety of media we use today, opportunities in communications have never been so diverse.

Graduates of our programs work freelance and in-house in a variety of fields, including government, education, technology, public relations, journalism, marketing and more.

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## We offer courses at the following campuses:

- » Vancouver | 515 W. Hastings St.  
\*Near Waterfront SkyTrain Station
- » Surrey | 250-13450 102 Ave.  
\*Near Surrey Central SkyTrain Station

Learn more at  
[www.sfu.ca/influence](http://www.sfu.ca/influence)



# Digital Communications Certificate

(Full-time, in class)

Digital communicators use integrated channels, tools and techniques to build community around a brand or organization.

Our nine-week intensive program will give you the knowledge and skills you need to communicate and create dialogue with wired audiences. We'll focus on the latest tools, techniques and emerging platforms associated with social media, e-commerce, writing for the web, online display advertising, pay-per-click platforms and website mechanics.

This program is for PR, marketing, journalism, business, government, NGO, non-profit and other professionals who need to master the communication tools of the digital age.

“What I found most beneficial was the opportunity to connect with instructors who work in the industry. Aside from teaching us, they were always willing to share their knowledge and experience to help us reach our career goals.”

—Jannelle Rillorta  
Digital Communications  
Certificate

## Practicum

In addition to six weeks of classes, you'll complete a three-week practicum.

## Schedule

This program begins once a year.

## Tuition

Tuition is \$6,850.

Learn more at  
[www.sfu.ca/influence](http://www.sfu.ca/influence)



# New Media Journalism Certificate

(Full-time, in class)

Journalism has changed. We still want to know what's happening around us and why it matters, but instead of watching the news or reading the paper, we turn to Facebook, Twitter, YouTube and blogs.

In this eight-week intensive program, you'll master new media so you can bring the news to today's consumers, polish your writing and reporting skills, and learn how to use old media skills in a new industry.

If you love writing, media and current events, and you want to work in an industry that's changing daily, you need to investigate this program.

"The program gave me the direction and skill set to launch my career as a freelance writer and journalist. I highly recommend it to anyone looking for an efficient and robust exposure to life as a modern journalist or communicator."

—Alan O'Sullivan  
New Media Journalism  
Certificate

## Practicum

In addition to five weeks of classes, you'll complete a three-week practicum.

## Schedule

This program begins once a year.

## Tuition

Tuition is \$4,250.

Learn more at  
[www.sfu.ca/influence](http://www.sfu.ca/influence)







# Public Relations Certificate

(Full-time, in class)

PR is a dynamic field with huge potential for professional growth, but today, you need much more than writing and event-planning skills to succeed.

In our nine-week intensive program, you'll discover how to get and keep the media's attention; learn how, when and why you should invest in traditional advertising and social media; find out how to manage a crisis; master special events management; and become an effective public speaker.

This program is ideal if you enjoy working with people, you write well and you love a challenge.

"You'll know everything you need to know about PR, and you'll also learn about how to work with the media, how to write, you'll learn about advertising... If you want to get into the industry, it's definitely a good place to start."

—Carolyn Smith  
Public Relations Certificate

## Practicum

In addition to six weeks of classes, you'll complete a three-week practicum.

## Schedule

This program begins twice a year.

## Tuition

Tuition is \$6,850.

Learn more at  
[www.sfu.ca/influence](http://www.sfu.ca/influence)

## Cover story:

—Sasha Perrin  
Public Relations  
Certificate



*Image by Fabrice Grover Photo*

# PR grad working for top Canadian firm

Thanks to SFU Continuing Studies' intensive PR certificate, Sasha Perrin is doing a job she loves: creating the news as a communications consultant at Hill + Knowlton Strategies, one of Canada's top PR and public affairs firms.

After finishing a bachelor of arts in English and communication at SFU in 2010, Perrin knew she needed some practical, hands-on training to enter her field of choice. A series of informational interviews led her to choose the PR program at her alma mater.

She chose it for its reputation and because it would allow her to enter the workforce quickly. "I thought it would be the perfect addition to my degree," she said.

She was right.

"What I really liked about the program is that it focuses on real-world training as opposed to strictly theory. Your professors are individuals who work in the field and know first-hand job expectations...The work is reflective of what you actually do on the job."

Perrin received a job offer while completing her practicum, and she's already moved on to a more senior position. She loves the creativity she can bring to her work.

"Whether you're creating campaigns, key messages or crisis plans, there is always an element of knowing your client's brand and crafting exactly what they need. Instead of finding the story, you have the chance to make the story," she said.

"I enjoy the fast-paced atmosphere of the PR field. There is always something going on, and I will be sticking with it for a long time. I like the fact that my job incorporates my skills and hobbies and I have the chance to build relationships, be creative and be an advisor to someone."

—Elaiza Datar  
Digital Communications  
Certificate



# SFU grad lands coveted spot at hot Vancouver tech company

Elaiza Datar, a 2013 SFU Continuing Studies grad, is living her passion.

The young woman works at HootSuite, a Vancouver-based company that offers a popular social media management system. Datar manages events and programs, creates campaigns, and engages with the HootSuite community worldwide. In the year she's been there, she's gone from intern to permanent employee and watched the organization grow from 100 people to over 500. She's also learned every single day.

Her journey began with SFU's Digital Communications Certificate. Datar recalls that she saw an ad for the program after spending a year abroad.

The political science major needed to add some practical skills to her résumé. Ever since seeing a TED Talk years ago on the subject of online business, Datar knew she wanted a digital skill set that would give her global reach, mobility and unlimited possibilities.

"You take your passion and bring it online and find your niche of people on the Internet, because that's what the Internet lets us do," she says.

After researching the Digital Communications Certificate, Datar knew it was exactly what she was looking for.

She began classes in January 2013, and loved the variety of the curriculum, including video production, social media, web marketing, HTML and more. During the program, she was introduced to HootSuite as a useful tool more than once, so when a group of classmates invited her to a HootSuite meet-up, she went.

She began a three-month internship at HootSuite a month later—and never left. Her role has evolved over the last year, but one thing has remained constant: the space to grow.

"I'm passionate about learning, and that is what my work is letting me do," she says.



# Business-to-Business Communications Certificate

(Part-time, in class)

Business-to-business (B2B) communications focuses on communications between companies and their corporate partners and customers. The end goal is to increase a business' bottom line.

This goal is common, but in B2B communications, the average transaction is higher, the sales cycle is longer, and reaching the decision maker is often more challenging.

In this part-time condensed program, you'll learn what you need to excel in Vancouver's competitive market, including the latest B2B communications tools, emerging platforms, and best practices in branding, writing, lead generation and more.

This program is ideal if you work in a related field and you're ready to move forward in a B2B career.

"B2B content marketing is a creative mix of thought leadership, industry outreach and relationship nurturing. It's ideal for those who can apply the newest digital technologies to direct corporate communication styles."

—**Natasha Netschay Davies**  
SFU Instructor  
Director, Moonraker PR Agency

## Practicum

After 12 weeks of part-time classes, you'll apply what you've learned in a three-month, part-time practicum.

## Schedule

This program begins once a year.

## Tuition

Tuition is \$7,125.

Learn more at  
[www.sfu.ca/influence](http://www.sfu.ca/influence)





# Business Communication and Professional Writing Certificate

(Part-time, in class)

Effective communication is key to every organization's success. If your job requires you to write or make presentations, this program will help you bring your work up to industry standards.

You'll build your confidence, learn the skills and strategies you need to write professionally, and stay current with the latest developments in business communications through courses in writing, communications strategy, grammar, editing, ethics and more. The Certified General Accountants of B.C. have approved some of these courses for their professional development program.

Our students include managers, administrators, marketers, communications specialists and others who need to write and communicate clearly.

"I've always loved writing a really good sentence, or editing something to make the message really shine through. I just always loved language. I thought, 'Why did it take me this long to figure it out?'"

—Sonia Visconti  
Business Communication  
and Professional Writing  
Certificate

## Schedule

You may begin this program in any semester with any course.

## Tuition

Tuition is based on individual course fees, which range from \$300 to \$850.

Learn more at  
[www.sfu.ca/influence](http://www.sfu.ca/influence)



# Editing Certificate

(Part-time, online and in class)

Editors are at the heart of great writing. They read critically, help writers communicate clearly and eloquently, check facts, and manage grammar, spelling, punctuation and style.

This program will sharpen your editorial skills through courses in copy editing, proofreading, grammar, substantive editing, desktop publishing, web editing, creating and using style guides, the editor's role in the publishing process and more. Several of our courses will also help you prepare for certification through the Editors' Association of Canada.

We serve a variety of students, including beginners who love language and detail, as well as professionals who need a refresher or preparation for a professional designation.

"I have been the person that people will come to with a document and ask, 'Does this phrase sound right or not?' I've always had the intuitive sense. The training at SFU has given me the skills to back up the intuition."

—Cheryl Hannah  
Editing Certificate

## Schedule

You may begin this program in any semester with most courses.

## Tuition

Tuition is based on individual course fees, which range from \$300 to \$850.

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# Technical Communication Certificate

(Part-time, online)

As government, engineering, medical, educational, digital media and other tech industries realize the importance of clear communication for their customers, skilled technical writers are becoming hot commodities. They take complex information and break it down into easy-to-understand pieces for user manuals, documentation guides, online help, reports, training materials and more.

In our flexible online program, which we've designed to cover all of the core competencies that the Society for Technical Communication has identified, you'll build a portfolio, network with other writers, and learn from professional technical communicators.

If you're a writer and you're passionate about organized, concise communication, this program is for you.

"The instructors are actually doing what they're teaching. Their experience through the years is something that they're able to share, and that's something that has definitely prepared me for this career."

—Ariel Vergara,  
Technical Communication  
Certificate

## Schedule

This program begins once a year, in August. Note that we require two prerequisites.

## Tuition

Tuition is based on individual course fees, which range from \$440 to \$570.

Learn more at  
[www.sfu.ca/influence](http://www.sfu.ca/influence)

## Individual courses and boot camps

If you're not ready for a program, start with a few courses or a boot camp to get a taste of what we offer.

### Boot Camps (One-day intensive courses)

- » Adventure Travel Writing
- » Advocacy Journalism
- » Business-to-Business Marketing
- » Communications Planning for PR Pros
- » Content Curation as a Marketing Tool
- » Entertainment Journalism
- » Fundraising Fundamentals
- » Fundraising and Social Media
- » How to Succeed at Freelance Journalism
- » How to Succeed as a Leader
- » Market Research Fundamentals
- » Social Media 1 and 2

### Public Relations

- » Fundamentals of Public Relations

### Business Communication and Professional Writing

- » Advanced Study in Writing for Business and the Professions
- » Ethics and Legal Issues in Writing and Publishing
- » Giving Effective Speeches and Presentations
- » Strategic Communication for Organizations
- » Writing and Editing for the Web

For more courses, visit  
[www.sfu.ca/influence](http://www.sfu.ca/influence)





## Editing

- » Advanced Grammar: Untying the Knots
- » Basic Copy Editing
- » Basic Proofreading
- » Document Design and Production for Editors
- » Editors and Editing: An Introduction
- » Ethics and Legal Issues in Writing and Publishing
- » Grammar: A Quick Review of Common Puzzles in Today's English
- » Substantive Editing

## Technical Communication

- » Adobe FrameMaker: Creating Technical Documentation
- » Concepts and Practice of Technical Communication (Certificate prerequisite)
- » Design and Production of Technical Publications
- » Fundamentals of Creating Online Documents
- » Indexing: An Essential Art and Science
- » Microsoft Word for Technical Writers: Advanced
- » Research, Analysis and Information Design
- » Technical Writing: Advanced Workshop
- » Technical Writing and Editing (Certificate prerequisite)

# More From SFU Continuing Studies

In addition to our writing and communications training, we offer dozens of other courses for professional and personal development. Choose from part-time and full-time courses, certificates and diplomas in the following areas:

- » Business and management
- » Community building
- » Languages and intercultural communication
- » Liberal arts
- » Professional coaching and career development
- » Workplace safety and rehabilitation

We also offer several degree completion options.

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