WRITE LIKE A PRO WITH MRU

Not everyone has a way with words, but if you do, or would like to, the technical writing extension certificate at Mount Royal University will have you writing like a pro in no time.

While the demand for print content may have seen a decline in the past few years, the demand for written copy for digital is always in demand.

“Technical writing has come a long way from where it began — writing memos, emails, business letters, etc.,” says Lyndsay Steffler, technical writer, technical operations for WestJet Airlines, and instructor for the technical writing program at MRU.

“Currently, with the acceptance and use of technology, technical writing has adapted online, but that’s not to say that paper publishing is no longer required or used, but rather to a lesser extent than previously.”

This program offers a diverse education focusing not only on the essentials of effective writing, but also best practices in audience and purpose analysis, document readability, visual communication, writing and design for digital media, and word processing tools.

It is designed for any type of business professional and is among the fastest growing and most lucrative writing professions, whether you wish to work for an organization or start your own business.

Starting this fall, the program will feature new and updated curriculum as well as an exciting addition of an online program.

“Technical writing is a rapidly growing profession which specializes in business communications in the form of writing,” Steffler says.

“Technical writers can be found in all types of industry.”

Some examples of career opportunities include software documentation, medical documentation, technical editing, and instructional design, while new opportunities can also be found in marketing and digital media.

For more information about this program, or to register, visit conted.mtroyal.ca/technicalwriting.

Digital marketing now leading-edge program

Keep up-to-date on new trends at Mount Royal

While marketing to customers through billboards, radio, and newspaper ads are still effective, digital media has added a new dimension to marketing and strategic communications.

With this in mind, Mount Royal University has added the new marketing and strategic communications extension certificate for traditional and digital media starting this fall.

“The program is a combination of timeless marketing principles plus coverage of what’s happening in marketing today,” says Sheridan McVean, MBA, DMC, APR, president, McVean Communications Inc., and course instructor.

“This is a new program with a leading-edge curriculum — leading-edge because the new courses have been created specifically for the program and reflect innovative and current marketing concepts and knowledge.”

Students will learn marketing fundamentals, integrated marketing communications, and branding, as well as the innovative and new marketing areas of content marketing, digital marketing research, social media, and word-of-mouth marketing.

“Marketing fundamentals continue to be important, but keeping up-to-date on new marketing has become a significant challenge for anyone interested or involved in marketing and strategic communications,” McVean says.

The program has been designed for those individuals who are currently in a communications-focused position and would like to focus on and/or join the marketing field, marketing and communication practitioners who wish to formalize their education and obtain a recognized credential in the field, and individuals who seek to gain entry into the field of marketing and communications.

The program also might be of interest to managers and decision-makers whose role includes responsibility for marketing and communications.

The course curriculum was developed and is taught by working marketing practitioners who also have strong educational credentials such as MBA degrees and other academic qualifications.

McVean has more than 25 years experience in marketing, integrated marketing communications and public relations.

For more information or to register, visit conted.mtroyal.ca/marketing.