

UNIVERSITY OF
ALBERTA
Faculty of Extension

Communications and Technology

Graduate Program



UNIVERSITY OF
ALBERTA

During the mechanical ages we had extended our bodies in space. Today, after more than a century of electric technology, we have extended our central nervous system itself in a global embrace, abolishing both space and time.

-Marshall McLuhan

Marshall McLuhan and the University of Alberta Connection

In 2011, Communications and Technology at the University of Alberta celebrates the centennial of Marshall McLuhan's birth in Edmonton and the world-historical contribution Professor McLuhan has made to communication theory and practice.

Herbert Marshall McLuhan was born in Edmonton in 1911 and lived here until 1916. He was educated at the University of Manitoba and at Cambridge University. He was awarded an honorary Doctor of Philosophy by the University of Alberta in 1971. He died at Toronto on 31 December 1980.

Professor McLuhan often commented that his upbringing in Western Canada provided a valuable alternative, or peripheral, perspective on the world. In his writings, he recalled experiences in Edmonton that were to shape his intellectual life. For example, he commented in later life

on the association between memories of the first home in which he lived and the expanse of the adjacent river valley, and his early explorations of visual perspective as a fundamental artistic and communicational principle. McLuhan's childhood home in Edmonton is the only existing physical link between his earliest life and the development of his ideas and concepts that were to shape our views and practices related to new media.

The Communications and Technology program of study at the University of Alberta includes a critical examination of Marshall McLuhan's theory of communication, in particular the means by which his precepts can generate fresh insights about the hidden effects of new media. The Herbert Marshall McLuhan Graduate Student Award is offered each year to a Communications and Technology student demonstrating exemplary scholarly work.

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Master of Arts in Communications and Technology

The Communications and Technology Graduate Program at the University of Alberta offers a theoretical, historical and practical examination of communications in the era of the Internet.

A graduate degree in communication is the stepping stone to advanced professional activities in many fields. It can also be the basis for promotion to senior management positions. Surveys in Canada and the United States demonstrate that, on average, holders of graduate degrees earn approximately 10 per cent more than holders of undergraduate degrees.

The multidisciplinary Master of Arts in Communications and Technology is designed for individuals who seek to provide reflective and informed leadership in the management and use of information and communications technologies in their organizations and fields. These fields include education and training, information technology, international and intercultural relations, management, marketing, mass media, new media production, program design and development, public affairs, and writing and publishing.

The program is offered by one of Canada's premier research universities and has attracted communication professionals from the world's leading organizations, including the United Nations, the Government of Canada, and Microsoft Corporation. Students and graduates reside across Canada and internationally.

Coursework covers small-group and organizational communication; the theory, history, and practice of information and communications technologies; and the research skills associated with analyzing and evaluating these technologies, particularly as they are managed and used in the workplace. Communication is examined across all contexts: interpersonal, small group, public speaking, organizational, mass, and intercultural. The competencies to be achieved by graduates include the following:

- Theory and its application to practice
- Knowledge and its use in problem solving
- Critical thinking as the foundation for leadership skills
- Research as the basis for innovation and change

The program requires the completion of 7 core courses, 3 electives, and a final applied research project. Four of the core courses are completed during two Spring Institutes, held each May at the University of Alberta, with the remaining 3 core courses completed online during the fall and winter terms. Core courses are scheduled to permit completion of the degree by part-time study within two academic years. Students may complete approved elective courses offered by the University of Alberta or another recognized university. Applicants from outside of the Alberta capital region, including international applicants, may register and study in the program without changing their place of residence.



Susan Hutton

Marketing & Sponsorship
Recreation, Parks & Culture
Strathcona County, Alberta
MACT Graduate

Admission requirements

Admission to the masters program is competitive, with up to 25 students admitted each year. The program's Admissions Committee recommends admission of qualified students to the Faculty of Graduate Studies and Research, which makes the final determination of admission. The minimal requirements for admission to the masters program are as follows:

- 1. a four-year undergraduate degree from a recognized university**
- 2. a GPA of at least 3.0 (or equivalent) on a 4-point scale**
- 3. at least three years of relevant professional experience**
- 4. three current and application-specific letters of reference**
- 5. a letter of interest which should state the applicant's academic or professional area of specialization, specify how completion of the program would support the applicant's professional practice, and identify a provisional topic for the final applied research project**
- 6. where applicable, a TOEFL score of 100 (total) with a score of at least 20 on each individual skill area (internet-based).**

How does a medium of communication come into being? What influences do new communications technologies have on people's everyday lives? And how do individuals and groups act to change communications practices? We can ask the same questions about the art and symbols of the ice age that we do about the electronic networks of today's organizations.

Dr. Marco Adria
Associate Professor and Director, Communications and Technology



Scott Ferguson

Indian and Northern Affairs Canada
Edmonton, Alberta
MACT Graduate

URL: <http://www.in>

Core courses

EXT 501: Applied research in communications and technology

An introduction to quantitative and qualitative approaches for conducting research into technology-mediated communications, this course guides students in their topic selection and development for their culminating project.

EXT 502: Human communication

This survey of classic theories and emerging perspectives in communication studies emphasizes the development of skills for analyzing and understanding communication in context.

EXT 503: Group transactions

Group Transactions is an examination of communication and interaction in small groups, with particular focus on workplace teams. Topics include the dynamics of group formation, phases of group development, emergent group structures, the nature and impacts of conflict, and leadership in groups.

EXT 504: Organizational communications

Organizational communications explores the complexity and dynamism in the reciprocal relationship between communication, technology, and organizational form. It includes the major approaches to organizational design.

EXT 505: Using and managing communications technologies

Covering historical issues associated with the rise of selected communications technologies, this course considers the management issues of competitive strategy, organizational structure, and software/hardware selection as these may be applied to communications technologies in the organization.

EXT 506: Using and managing communications networks

This course examines the concept of a network as both an organizational form and an organizational resource, and it explores the decision-making options that are created by the establishment of organizational networks.

EXT 507: Knowledge management and communications technologies

Covering knowledge-management technologies and tools, as well as emerging issues and trends, this course explores managing knowledge from an organizational perspective.

EXT 508: Culminating Project

Under supervision, students undertake a project that addresses a practical problem, issue, or objective related to communications and technology.

Marshall McLuhan, the noted Canadian communications theorist, wrote that the consequences of new ways of communicating “result from the new scale that is introduced into our affairs by each extension of ourselves or by any new technology.



Mary Pat Barry
Corporate Communications
City of Edmonton
MACT Graduate

Elective courses

Students are required to complete three electives along with the core courses and culminating research project in order to graduate from the program. Electives offered by the Communications and Technology program are delivered online during each term.

Information about current and upcoming offerings is available on the website www.mact.ca

With prior approval and permission, students may take other elective courses at the University of Alberta or at other recognized universities.

Fees

Taken over a two-year period, the fees total approximately CDN \$15,000. This amount is made up of the following:

- Program fee of \$3000 per year for the first two years (non-refundable)
- Instructional fees (tuition) and non-instructional fees assessed by the University of Alberta.

Fees may be subject to yearly increases. Please consult the University of Alberta's Office of the Registrar web site at www.registrar.ualberta.ca for current instructional and non-instructional fee information.

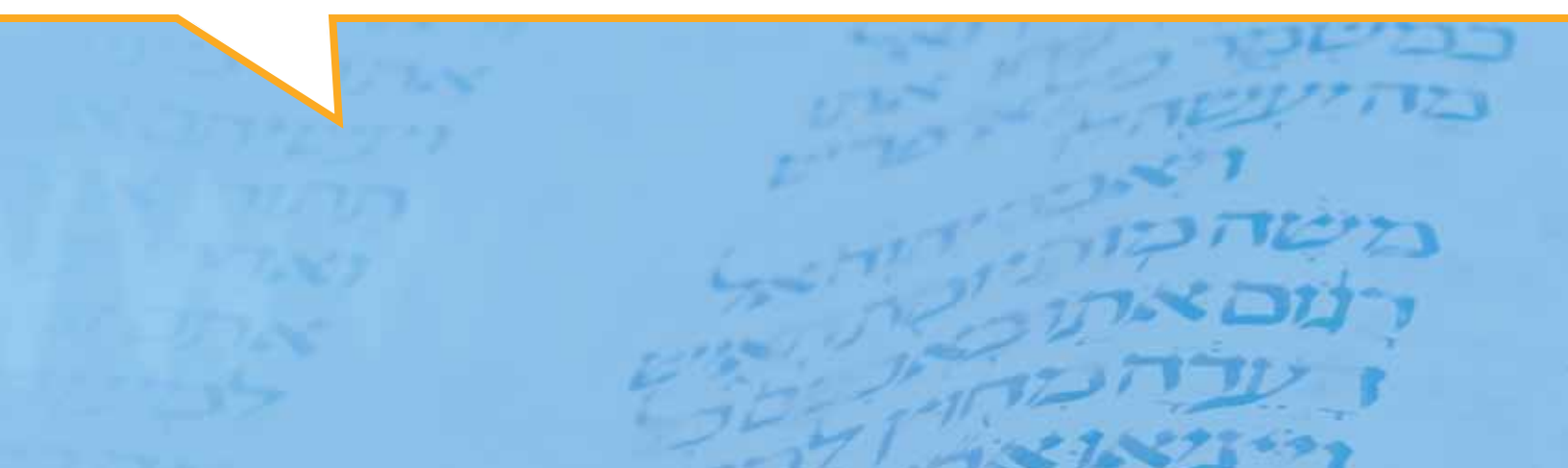
Program fees are non-refundable. If a student has not completed the requirements of the program within a two-year period, a continuing program fee of \$1000 per year will apply.

Texts and other course material will cost, in total, approximately \$1000 - \$1500. Some expenses (e.g. accommodation, travel, and meals) will be incurred during the two residency periods (Spring Institute) for out-of-town students.

A computer and Internet connection are required. A high speed Internet connection and a more powerful computer will carry you through your online work more efficiently.

Transfer credit

Masters degree students are required to complete the 7 core courses. Courses equivalent to 3 elective courses may be transferred into the program. All courses to be considered must have been taken within the past 6 years. Permission of the Director is required.





Lisa Grotkowski

Corporate and Web Communications
Government of Alberta, Environment
Edmonton, Alberta
MACT Graduate

The Cohort Model

The Master of Arts in Communications and Technology program uses the cohort model of student progress. Historically, the word cohort referred to a band of soldiers in ancient Rome. Today, we use the term simply to refer to a group that has been established for the purpose of seeking a common goal or following the same path together. The goal or path is the student's program of graduate studies at the University of Alberta. Each student becomes a member of the cohort that comes together at the first Spring Institute.

What this program model means to students is that much of the graduate student experience will be shared with other students in the cohort. Many friendships and professional relationships are established within each cohort, and mutual support is a key benefit of working within each cohort.

The transition to the first online course can be smoother because students will have already met classmates face-to-face. Students often look forward to their second Spring Institute in part because of the opportunity to renew connections with members of their cohort, with whom they will have been exchanging e-mail messages and discussion postings during the intervening months. Fellow members of a cohort can support one another in the goal of completing the program.

The Spring Institute

An exciting, challenging, and enjoyable feature of the Master of Arts in Communications and Technology program is the Spring Institute, held each May for three weeks. Students from two cohorts gather to participate in the core courses, completing the bulk of work and assignments during their time on campus. Final assignments are submitted in June.

Achieving academic goals is not the only purpose of the Institute. Other benefits include:

- Building and renewing connections with faculty, staff, and fellow students face-to-face before heading online
- Gaining insight from internationally recognized experts through the Distinguished Lecturer Series
- Exchanging ideas and viewpoints through the Communications and Technology Research Symposium (poster presentation for second year students) on the final day of the Spring Institute
- Networking and socializing with classmates at formal and informal events
- Strengthening learning and study skills through special training sessions.

The Spring Institute combines the campus experience of one of Canada's leading research-intensive universities with the convenience of intensive course delivery.

Students

Sector

Our students and graduates work for the private, public, and not-for-profit sectors.

- Private 44%
- Public / not-for-profit 56%

Gender

To date, each cohort has consisted of approximately two-thirds female students, one-third male students.

Professions

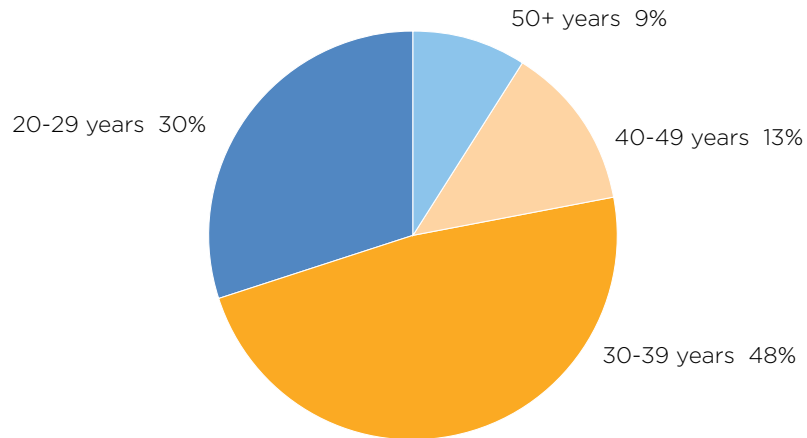
Our students hold such positions as:

- Communications consultant
- Instructor / curriculum designer
- Webmaster
- Systems analyst
- Education program specialist
- Information systems coordinator
- Government relations advisor
- Design editor
- Information technology manager
- Technical writer / trainer
- Information analyst
- Publications / event coordinator
- Teacher
- Police officer
- Lawyer

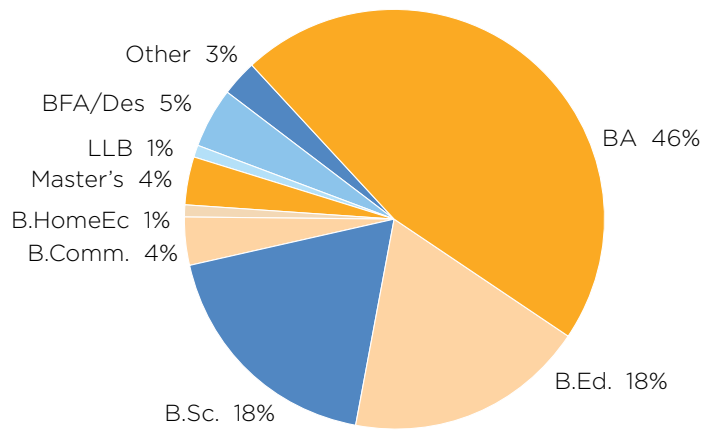
Completing the program can help strengthen skills and knowledge in a current professional area or provide a pathway to a new career opportunity.



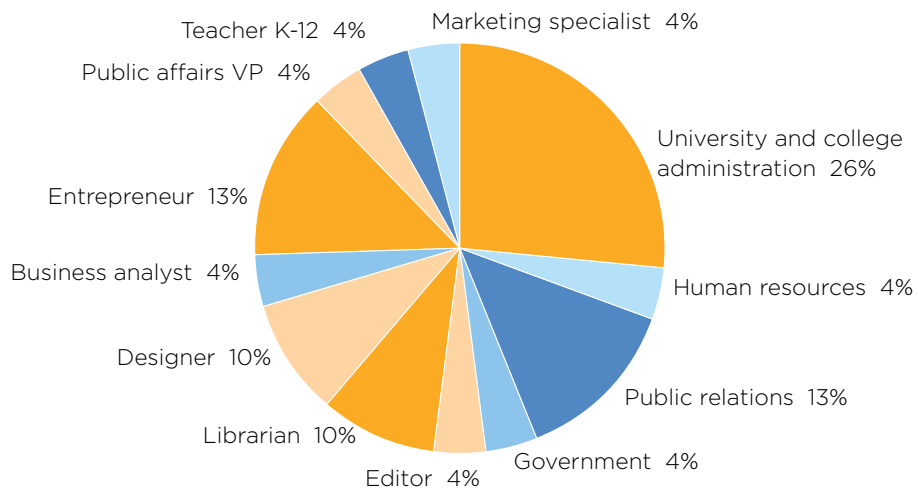
Age



Undergraduate degree



Areas of employment



Doctoral and Postdoctoral Opportunities

The Communications and Technology Graduate Program at the University of Alberta welcomes inquiries about graduate studies at the doctoral and postdoctoral levels. Interdisciplinary PhD and postdoctoral fellowships related to the following professional areas are particularly encouraged:

- Communications Policy
- Intercultural Communications
- Organizational Communications
- Health Communications

Interdisciplinary PhD: In conjunction with other University of Alberta departments that house PhD programs, Communications and Technology offers opportunities for individual interdisciplinary PhD studies.

Postdoctoral Fellowship: Postdoctoral appointments are for two years and are normally supported by one of Canada's national research funding agencies.

To inquire about doctoral and postdoctoral opportunities in communications and technology at the University of Alberta contact:

Marco Adria, PhD
Associate Professor and Director
Graduate Program in Communications and Technology
University of Alberta
marco.adria@ualberta.ca
780-492-2254

University of Alberta

The University of Alberta is one of Canada's five largest research-intensive universities. In 2008 the university celebrated its centennial and its continuing commitment to scholarly achievements and excellence in teaching, research, and service to the community. More than 36,000 students are served by 200 undergraduate programs and more than 170 graduate programs.

www.ualberta.ca

Faculty of Extension

The Communications and Technology Graduate Program is offered through the Faculty of Extension with students receiving admission through the Faculty of Graduate Studies and Research. Founded in 1912, Extension is a Canadian leader in university-based lifelong learning and continuing professional development and has pioneered innovative programs in the arts, applied sciences, and management.

www.extension.ualberta.ca

Faculty of Graduate Studies and Research

The University of Alberta's Faculty of Graduate Studies and Research governs the administrative processes for all graduate programs. For general policies and procedures related to graduate study, please consult the University of Alberta calendar, which is available in print and online.

www.gradstudies.ualberta.ca

Communications and Technology Advisory Board

We are pleased to acknowledge the support and guidance of our advisory board. The Board helps us to ensure that the program's curriculum and design remain relevant to professional practice. Members of the Board are leaders from private, public, and not-for-profit organizations, and from professional associations including the Canadian Public Relations Society and the International Association of Business Communicators.

We help people discover and
apply the communications ideas
and technologies of tomorrow

Contact us!

Communications and Technology

University of Alberta
Enterprise Square
10230 Jasper Avenue
Edmonton, Alberta
Canada T5J 4P6

Voice (780) 492-1538
Fax (780) 492-8265

E-mail: mact@ualberta.ca

www.mact.ca

Faculty of Graduate Studies and Research

Toll free 1 800 758-7136
Fax 780-492-0692
Email grad.mail@ualberta.ca

www.gradstudies.ualberta.ca



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