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# BUSINESS + MEDIA PART-TIME STUDIES

**BCIT**

BUSINESS  
+ MEDIA



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BRITISH COLUMBIA  
INSTITUTE OF TECHNOLOGY



## WHY BCIT BUSINESS + MEDIA?

BCIT Business + Media offers a broad range of part-time and professional programs, helping you achieve your career goals.

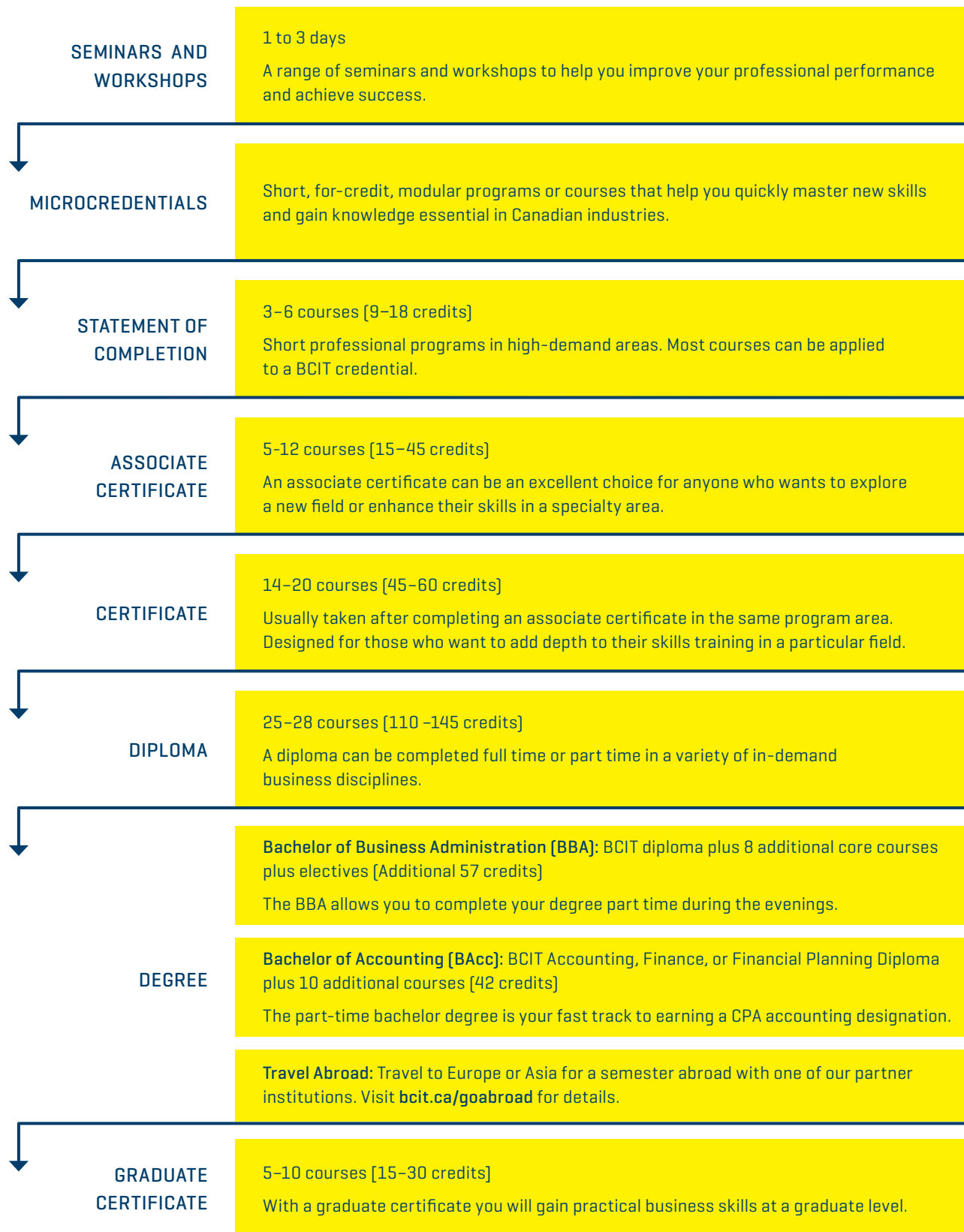
Our instructors bring their industry experience to the classroom, giving you relevant skills that you can put to work right away. Flexible formats work with your schedule — including evening, weekend, and online classes, as well as accelerated and condensed programs.

For more than 50 years, BCIT Business + Media has been recognized as the premier provider of the applied business education that industry demands. 89% of BCIT Business + Media Diploma and Certificate grads are employed in a related field within six months of graduation or sooner\*.

\*BC Student Outcomes, prepared by BC Stats [2021]

# FREEDOM OF CHOICE

Just getting started? Adding to your existing knowledge and experience? Ready to reinvent your career? Take a single course or earn a full credential—all at a pace that's right for you. With options to ladder your education, BCIT Business + Media can help you achieve your potential.





# ACCOUNTING, FINANCE, AND FINANCIAL PLANNING

Discover why BCIT Business + Media is a top choice for aspiring accounting and financial management professionals. Develop applied skills and financial knowledge that will give you a powerful toolbox to earn a designation and advance your career in today's business environment.

## Associate Certificates

Computerized Accounting  
Financial Planning  
Payroll and Human Resources

## Certificates

Finance  
Professional Accounting

## Diplomas

Accounting  
Finance  
Financial Planning

## Advanced Diplomas

Professional Accounting

## Degrees

Bachelor of Accounting [BAcc]  
Bachelor of Business Administration [BBA]

## Our programs prepare you for designations like:

- Chartered Professional Accountant [CPA]
- Certified in Management [CIM]
- Certified Financial Planner [CFP]
- Chartered Investment Manager [CIM]

## Career opportunities:

- Public or Private Accountant
- Auditor
- Tax Specialist
- Wealth Management Specialist
- Financial Planner

Learn more at

[bcit.ca/business/accounting](https://bcit.ca/business/accounting)



# BROADCAST AND MEDIA COMMUNICATIONS

Storytelling skills are essential for anyone entering the media industry and have become critical in personal and corporate branding. We offer courses and programs designed to quickly enhance your skill set, from conceptualizing ideas to the production and performance of media stories.

## Associate Certificates

Broadcast and Digital Journalism

Music Business

Radio Arts and Entertainment

Video Production and Editing

## Microcredentials

Freelance Producing for Social Media & Broadcast

Investigative Research

Script Supervision and Continuity for Film and TV

The Art of Photography

## Career opportunities:

- Social Media Content Developer
- Radio On-Air Talent
- Promotions Coordinator
- Online Television Producer
- Video Journalist and Editor
- Entertainment Show Host
- Investigative Reporter
- Videographer

Learn more at

[bcit.ca/business/broadcast](https://bcit.ca/business/broadcast)



BCIT Broadcast and Online  
Journalism grad working at CTV.



# BUSINESS ADMINISTRATION, LEADERSHIP, SUSTAINABILITY, AND HR MANAGEMENT

Build your leadership and management skills to improve organizational effectiveness and integrate sustainable business practices. Whether you are looking for professional development opportunities or aspire to earn your Bachelor of Business Administration, our graduates can attest that the BCIT Business + Media curriculum is aligned with today's job market.

## Statements of Completion

Human Resources\*  
Leadership\*  
Long-term Care Management  
Management Skills in Communication and Negotiation  
Small Business Management\*

## Associate Certificates

Business Administration\*  
Global Business Studies  
Human Resource Management\*  
Leadership\*  
Medical Office Assistant  
Payroll and Human Resources

## Certificates

Business Management\*  
Human Resource Management\*

## Advanced Certificate

Sustainable Business

## Diplomas

Business Administration – General  
Business Administration – Global Studies  
Business Administration – Human Resources  
Business Administration – Management  
Business Administration – Marketing

## Advanced Diplomas

Business Management  
Sustainable Business Leadership

## Degrees

Bachelor of Business Administration (BBA)

## Graduate Certificates

Business Administration  
Business Analytics  
Global Leadership

### Career opportunities:

- Payroll and Benefits Coordinator
- Human Resources Consultant
- Buyer/Purchasing Agent
- General Manager
- Business Development Manager

Learn more at

[bcit.ca/business/administration](https://bcit.ca/business/administration)

\*Most courses can be taken either in-classroom or online.







Student in the Web Technologies program

## DIGITAL ARTS, GRAPHIC DESIGN, AND WEB DEVELOPMENT

The media landscape is rapidly changing. New technologies are allowing consumers to have more control over how and when they engage with content. In the next decade, the demand for skilled people who can develop digital content will continue to grow. Digital Arts programs provide pertinent training with current software and hardware designed to help students advance their careers and build pathways for career success.

### Statements of Completion

Digital Photography

Houdini for Visual Effects and Dynamics

### Associate Certificates

Digital Media Foundations

Graphic Design

Web Technologies\*

User Interface (UI) and User Experience (UX) Design\*

### Certificates

Media Techniques for Business

Media Techniques and Marketing Communications

Web Technologies\*

### Advanced Diplomas

Technical Arts

### Career opportunities:

- Graphic Design Consultant
- Web Designer/Developer
- Marketing Strategist
- Technical Animator
- Advertising Designer
- Interface Designer
- Business and Media Manager

Learn more at

[bcit.ca/business/digitalarts](https://bcit.ca/business/digitalarts)

\*Can be completed entirely online.

# MARKETING, FUNDRAISING, AND SOCIAL MEDIA

Learn how to create integrated marketing campaigns and promotions by conducting market research, creating marketing materials, and utilizing the latest trends in social media. The BCIT Marketing Management department is not only one of the largest faculties of marketing in Canada, it's also the most specialized.

## Associate Certificates

Customer Relationship Marketing  
Digital Marketing Foundations  
Digital Marketing Strategy  
Entrepreneurship  
Event Marketing  
Fundraising Management\*  
Marketing Communications\*  
Nonprofit Management\*  
Public Relations\*  
Retail Marketing Management  
Sales Skills  
Tourism and Hospitality

## Certificates

Marketing Management  
Marketing Communications  
Professional Sales  
Sustainable Event Management

## Diplomas

Business Administration – Marketing

## Our programs prepare you for designations like:

- Association of Fundraising Professionals (AFP)
- Certified Fund Raising Executive (CFRE)
- Canadian Professional Sales Association (CPSA)

## Career opportunities:

- Business Development Manager
- Advertising Account Representative
- Brand Manager
- Fundraising and Sponsorship Coordinator
- International Marketing Specialist
- Event Planner
- Media Planner and Buyer
- Database Marketing Expert
- Online Marketing Strategist

Learn more at

[bcit.ca/business/marketing](https://bcit.ca/business/marketing)

\*Can be completed entirely online.



BCIT Marketing Management–Tourism grad  
working at Tourism Langley.





BCIT Operations Management grad  
working for Urban Systems Ltd.

## OPERATIONS AND PROJECT MANAGEMENT

Learn how to control product inventory, maintain quality assurance systems, and use project management tools and techniques to deliver projects on time and on budget. With an education in Operations Management, you can also explore how business enterprises supply, produce, and distribute goods and services.

### Workshops

Project Management

### Statements of Completion

Lean Business Improvement

Six Sigma Business Improvement

### Associate Certificates

Lean Six Sigma Principles

Project Management

### Certificates

Facilities Management

Industrial Engineering

International Trade and Transportation Logistics

Management Engineering

Materials Management

Quality and Process Management

### Graduate Certificates

Business Analytics

### Our programs prepare you for designations like:

- Canadian Institute of Traffic and Transportation [CITT]
- Canadian Supply Chain Sector Council [CSCSC]
- Professional Logistician [P.Log]
- Associated Member of the Chartered Institute of Logistics and Transport [AMCILT]
- Certified Associate in Project Management [CAPM]
- Project Management Professional [PMP]
- Certified Customs Specialist Level 1 [CCS]
- BCIT/CIFFA Joint Certificate in Freight Forwarding
- Certified International Trade Professional [CITP]

### Career opportunities:

- Procurement and Supply Chain Manager
- Business Operations and Logistics Analyst
- Project Manager
- Building Supervisor
- Quality Inspector

Learn more at

[bcit.ca/business/operations](https://bcit.ca/business/operations)

# INFORMATION SESSIONS

Information sessions happen throughout the year—giving you the opportunity to speak with faculty about your program of choice. Register for a session at [bcit.ca/infosessions](https://bcit.ca/infosessions)

## CORPORATE AND INDUSTRY TRAINING

Building succession plans, retaining talent, and establishing training and development plans aren't optional anymore. BCIT's Corporate and Industry Training group actively works with industry to address skill shortages at all levels. Speak to us about workshops, courses, and credentials for your organization.

### Options Include:

- Industry partnerships
- Customized training programs
- Professional development services

For more information on how BCIT can help your business, visit

[bcit.ca/business-media/industry-services/corporate-training](https://bcit.ca/business-media/industry-services/corporate-training) or call 604.456.8070





Kyoto, Japan.

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GET EXPERIENCE ABROAD.  
**INTERNATIONAL EDUCATION  
FOR A COMPLEX WORLD.**

BCIT Business + Media offers international education opportunities to help you gain knowledge and experience around the world. Learn about field school exchanges and double degree programs available to all BCIT students at [bcit.ca/goabroad](https://bcit.ca/goabroad)

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Burnaby Campus | Downtown Vancouver

**[bcit.ca/business-media](https://bcit.ca/business-media)**