McGill

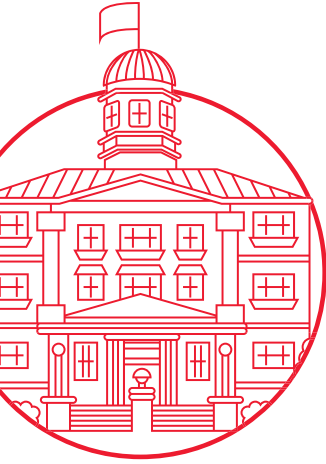School of **Continuing Studies**   École **d'éducation permanente**

McGILL UNIVERSITY
SHORT PROGRAMS

Winter Studies in Montreal **2020**

PROGRAM BROCHURE

CANADA 1821

McGILL UNIVERSITY:
THE NEXT STOP ON YOUR JOURNEY

Offering prestige, culture and fun, McGill University's School of Continuing Studies provides international students with unique opportunities to learn both in and out of the classroom and experience something new.

Located in
MONTREAL CANADA

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Best city in THE WORLD for international students

Source: QS Best Student Cities 2017

12 Nobel Prize Winners

145 Rhodes Scholars

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039-05-19

Find The Right Program For You!

SHORT PROGRAMS	CATEGORIES				
	Business/ Management	Engineering/ Science	Data Science/ Computer Science	Communication/ Languages	Soft Skills
Aerospace Engineering (Summer only)		✓			
Business Analytics	✓	✓			
Communication and Interpersonal Skills in Business	✓			✓	✓
Executive Production in The Creative Industries	✓				✓
Fundamentals of Artificial Intelligence		✓	✓		
Innovation & Entrepreneurship	✓	✓			✓
International Business	✓				
International Marketing Using the Internet	✓			✓	
Introduction to Big Data	✓	✓	✓		
Leadership	✓			✓	✓
Machine Learning		✓	✓		
Project Management	✓	✓			✓
Social Media and Digital Communication in Business	✓			✓	✓
Intensive English Language and Culture				✓	
Intensive French Language and Culture				✓	

BUSINESS ANALYTICS
NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES

January 28 - February 14, 2020 (3 weeks)

DESCRIPTION

This program will introduce you to the world of data management and how it can help increase business performance, innovation potential and customer satisfaction using two powerful tools: Business Analytics to collect, analyze and visualize data and Agile Project Management to gain competitive advantage and risk reduction in the context of constantly changing business environment.

COURSES

1. INTRODUCTION TO BUSINESS ANALYTICS & DATA MODELLING (30 HOURS)
This course will explore the fundamental analytical methods and tools used to collect, analyze and interpret business data to gain insight and inform business decision-making, as well as data modelling concepts and techniques used by business analysts to accurately define and communicate business data requirements, business rules and data analytics methods for | any project.

2. INTRODUCTION TO AGILE PROJECT MANAGEMENT (30 HOURS)
This course covers the application of agile concepts, principles, and methodologies in project management, largely developed and tested on software development projects, and being successfully applied to projects of all sizes and types in other various industries.

The course topics are aligned with the established agile manifesto and principles supporting the Agile Certified Practitioner certification offered and administered by the Project Management Institute (PMI-ACP®).

ADMISSION REQUIREMENTS AND PRE-REQUISITES

Applicants must be currently enrolled in, or possess, a Bachelor's degree in any discipline.

These courses are non-credit. Students are assessed and graded. A McGill Record of Study is issued. The language of instruction is English (TOEFL IBT 79 or equivalent). There are no other prerequisites.

FEES

→ Tuition Fees: $2310 CAD
→ Ancillary Fees: $385 CAD
→ Total Program Fees: $2695 CAD
   (≈ *$2025 USD**)

→ Fees include:
   → International Health Insurance
      (for non-Canadian residents)
   → Course material
   → McGill Record of Study
   → Attestation of Completion
      of Program
   → Welcome & Orientation session
→ Optional:
   → Accommodation (Double Occupancy):
      $825 CAD ($625 USD*)
   → Cultural and social activities
      (Fees to be announced)
→ Not included:
   → Meals

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COMMUNICATION AND INTERPERSONAL SKILLS IN BUSINESS
NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES
January 28 - February 14, 2020 (3 weeks)

COURSES

1. INTERPERSONAL SKILLS FOR PROFESSIONALS (30 HOURS)
Strong interpersonal skills and emotional intelligence have been identified as key ingredients for success in the professional world. Professionals from any and all fields of expertise need to rely on their interpersonal skills when interacting with colleagues, subordinates, superiors, clients and other stakeholders.

The objective of this course is to help students develop career-enhancing interpersonal skills with emphasis on the following areas: communication styles, emotional intelligence, conflict resolution, influencing others, diversity and intercultural communication, presentation and facilitation skills.

2. PROFESSIONAL BUSINESS COMMUNICATION AND NETWORKING (30 HOURS)
Your ability to communicate effectively and efficiently in the workplace influences your opportunities for advancement. The demand for specialized language and intercultural communication skills is steadily growing in today's global marketplace. You need more than technical expertise to succeed. You need excellent professional, interpersonal and social skills to direct others' activities to attain organizational goals. In this course, students will acquire techniques and strategies for successful cross-cultural, business and professional communication and networking in English.

ADMISSION REQUIREMENTS AND PRE-REQUISITES

Applicants must be currently enrolled in, or possess, a Bachelor's degree in any discipline.

These courses are non-credit. Students are assessed and graded. A McGill Record of Study is issued. The language of instruction is English (TOEFL IBT 79 or equivalent). There are no other prerequisites.

FEES
→ Tuition Fees: $2310 CAD
→ Ancillary Fees: $385 CAD
→ Total Program Fees: $2695 CAD
  (≈ *$2025 USD**)

→ Fees include:
    → International Health Insurance
      (for non-Canadian residents)
    → Course material
    → McGill Record of Study
    → Attestation of Completion
      of Program
    → Welcome & Orientation session
→ Optional:
    → Accommodation (Double Occupancy):
      $825 CAD ($625 USD*)
    → Cultural and social activities
      (Fees to be announced)
→ Not included:
    → Meals

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EXECUTIVE PRODUCTION IN CREATIVE INDUSTRIES
NON-CREDIT PROGRAM WITH TRANSCRIPT

Join us in Montreal – home to some of the best entertainment and creative content production companies in the world including Cirque du Soleil, Cavalia, Cirque Eloize, Moment Factory, Franco Dragone to name a few – to learn from the top industry professionals.

DATES

January 28 – February 14, 2020 (3 weeks)

DESCRIPTION

This program is designed to provide a comprehensive understanding of the complex environment of creative industries and the role of executive producer, as well as practical knowledge and skills required to oversee, plan, organize, direct and control all the aspects and development phases of the end-to-end life cycle of capital-intensive large-scale creative content projects and commercial entertainment products.

COURSES

1. EXECUTIVE PRODUCTION FUNDAMENTALS (30 HOURS)
This course will examine the complexities of entertainment industries, the role of executive producer, and business models of creative content projects, including fundamental principles and best practices of initiating, funding, planning and producing creative content projects.

Upon completion of this course, you should be able to: explain the role of the executive producer and the life cycle of a creation; implement all the elements of a creative content business model; align project management processes around a creative or definite content model; develop creative concept presentation and learn how to pitch to investors; prepare and manage key contracts with customers, investors, designers and vendors; and more.

2. PROJECT MANAGEMENT IN PRACTICE (30 HOURS)
This course explores the ten project management knowledge areas outlined in the PMI's A Guide to the Project Management Body of Knowledge (PMBOK® Guide - Sixth Edition).

These include Scope, Time, Quality, Cost, Human Resources, Communication, Risk, Procurement, Stakeholder and Integration management to demonstrate which traditional and agile project management methodologies can be applied to the realities of creative content environments and which ones need to be adapted.

ADMISSION REQUIREMENTS AND PRE-REQUISITES

Applicants must be currently enrolled in, or possess, a Bachelor's degree in any discipline.

These courses are non-credit. Students are assessed and graded. A McGill Record of Study is issued. The language of instruction is English (TOEFL IBT 79 or equivalent). There are no other prerequisites.

FEES

→ Tuition Fees: $2310 CAD
→ Ancillary Fees: $385 CAD
→ Total Program Fees: $2695 CAD
  (≈ *$2025 USD**)

→ Fees include:
  → International Health Insurance
    (for non-Canadian residents)
  → Course material
  → McGill Record of Study

→ Attestation of Completion of Program
→ Welcome & Orientation session
→ Optional:
  → Accommodation (Double Occupancy):
    $825 CAD ($625 USD*)
  → Cultural and social activities
    (Fees to be announced)
→ Not included:
  → Meals

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FUNDAMENTALS OF ARTIFICIAL INTELLIGENCE
NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES

January 28 – February 14, 2020 (3 weeks)

DESCRIPTION

An introduction to the field of Artificial Intelligence (AI) that starts by defining intelligence in automatic systems, then discusses how to design and implement systems that exhibit intelligent behaviour through an end-to-end project. The project would require the development of intelligent agents using different techniques, algorithms and approaches. Intelligent agents implement functions that receive percepts (inputs) from the environment and perform actions based on them.

Emphasis is placed on providing practical experience using the Python programming language with different topics such as problem solving, search methods, knowledge representation using logic and probability, planning and decision making under uncertainty and constraint satisfaction problems. The course will also highlight the differences between the different approaches taken by Machine Learning and by Artificial Intelligence.

This course is non-credit. Students are assessed and graded. A McGill Record of Study is issued. The language of instruction is English (TOEFL IBT 79 or equivalent).

ADMISSION REQUIREMENTS AND PRE-REQUISITES

Applicants must be currently enrolled in one of the following programs or hold a degree in:
Bachelor of Computer Science or Software Engineering*
AND
Have Advanced Programming Skills in Python
Please provide proof at the time of application. You may use online assessment such as Data Camp, TestDome, etc.

Applicants who are currently enrolled in one of the following programs or hold a degree in:
Bachelor of Engineering (B.Eng.) / Bachelor of Science (B.Sc.) / Bachelor of Commerce in MIS (B.Com MIS) must have also completed an Introduction to Computer Science or Data Structures course (online or other)
Click here for an example of Intro to Computer Science course
Click here for an example of Data Structures course
AND
Have Advanced Programming Skills in Python: Test 1 , or Test 2, or Test 3
In case students are not able to complete the above tests, we recommend that they take the course (or similar) in order to help them solve the above problems:

Please provide proof at the time of application. You may use online assessment such as Data Camp, TestDome, etc.

Assumed prior knowledge:
Concepts covered in the following McGill courses: COMP 206, COMP 251, MATH 353, or equivalent.
* Recommended as fields of study / academic background

FEES

→ Tuition Fees: $2310 CAD
→ Ancillary Fees: $385 CAD
→ Total Program Fees: $2695 CAD (≈ *$2025 USD**)

→ Fees include:
 → International Health Insurance
   (for non-Canadian residents)
 → Course material
 → McGill Record of Study
 → Attestation of Completion of Program
 → Welcome & Orientation session

→ Optional:
 → Accommodation (Double Occupancy): $825
   CAD ($625 USD*)
 → Cultural and social activities
   (Fees to be announced)
→ Not included:
 → Meals

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INNOVATION & ENTREPRENEURSHIP
NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES
January 28 - February 14, 2020 (3 weeks)

COURSES

1. INNOVATION AND CREATIVITY FOR ENTREPRENEURS (30 HOURS)
Creativity can help us design novel products and services, while innovation is the process to bring the new product or service to the market. Entrepreneurs and intrapreneurs should be familiar with the different tools and methods that they can apply to design new products and services, and how to bring them to the market. Students will be introduced to a variety of creativity and innovation tools, such as design thinking, the business model canvas, the concept of minimum viable product, and agile product development.

2. FUNDAMENTALS OF ENTREPRENEURSHIP (30 HOURS)
Success as an entrepreneur begins with an understanding of the key concepts and processes involved in starting and managing a new business. This course will provide an overview of the fundamental concepts and approaches in entrepreneurship and the tools needed for the set-up a new venture. Topics include: idea generation, valuation techniques, funding and intellectual property. Emphasis will be placed on the key components involved in creating a solid business plan for a new or existing venture, with a hands-on practice of developing and presenting a business plan.

ADMISSION REQUIREMENTS AND PRE-REQUISITES

Applicants must be currently enrolled in, or possess, a Bachelor's degree in any discipline.

These courses are non-credit. Students are assessed and graded. A McGill Record of Study is issued. The language of instruction is English (TOEFL IBT 79 or equivalent). There are no other prerequisites.

FEES
→ Tuition Fees: $2310 CAD
→ Ancillary Fees: $385 CAD
→ Total Program Fees: $2695 CAD
  (≈ *$2025 USD**)

→ Fees include:
  → International Health Insurance
    (for non-Canadian residents)
  → Course material
  → McGill Record of Study
  → Attestation of Completion
    of Program
  → Welcome & Orientation session
→ Optional:
  → Accommodation (Double Occupancy):
    $825 CAD ($625 USD*)
  → Cultural and social activities
    (Fees to be announced)
→ Not included:
  → Meals

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INTERNATIONAL BUSINESS
NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES
January 28 - February 14, 2020 (3 weeks)

COURSES

1. FUNDAMENTALS OF INTERNATIONAL BUSINESS (30 HOURS)
This course deals with fundamental international business issues: the international business environment, foreign exchange risk, multinational corporations, international organizations, international sources of financing, international marketing policies, essential factors to be considered when entering foreign markets (licensing and exporting) and international management.

2. FUNDAMENTALS OF INTERNATIONAL MARKETING (30 HOURS)
Marketing management considerations of a company seeking to extend beyond the confines of its domestic market. A review of product, pricing, channels of distribution and communications policies to develop an optimum strategy (between adapting completely to each local environment and standardizing across them) for arriving at an integrated and profitable operation. Particular attention to international marketing and exporting in the Canadian context.

ADMISSION REQUIREMENTS AND PRE-REQUISITES

Applicants must be currently enrolled in, or possess, a Bachelor's degree in any discipline.

These courses are non-credit. Students are assessed and graded. A McGill Record of Study is issued. The language of instruction is English (TOEFL IBT 79 or equivalent). There are no other prerequisites.

FEES

→ Tuition Fees: $2310 CAD
→ Ancillary Fees: $385 CAD
→ Total Program Fees: $2695 CAD
  (≈ *$2025 USD**)

→ Fees include:
  → International Health Insurance
    (for non-Canadian residents)
  → Course material
  → McGill Record of Study
  → Attestation of Completion
    of Program
  → Welcome & Orientation session
→ Optional:
  → Accommodation (Double Occupancy):
    $825 CAD ($625 USD*)
  → Cultural and social activities
    (Fees to be announced)
→ Not included:
  → Meals

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INTERNATIONAL MARKETING USING THE INTERNET
NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES
January 28 - February 14, 2020 (3 weeks)

COURSES
1. FUNDAMENTALS OF INTERNATIONAL MARKETING (30 HOURS)
Marketing management considerations of a company seeking to extend beyond the confines of its domestic market. A review of product, pricing, channels of distribution and communications policies to develop an optimum strategy (between adapting completely to each local environment and standardizing across them) for arriving at an integrated and profitable operation. Particular attention to international marketing and exporting in the Canadian context.

2. SOCIAL MEDIA STRATEGIES AND COMMUNITY MANAGEMENT (30 HOURS)
The use of social media platforms for promoting organizations, brands and causes has increased exponentially in recent years. Campaigns of all kinds rely heavily on social media, some even exclusively. This course will examine consumer behaviour in digital media; digital marketing practices; brand relations; online community-building and stakeholder engagement. Students will develop a digital campaign, including appropriate measurement and evaluation.

ADMISSION REQUIREMENTS AND PRE-REQUISITES
Applicants must be currently enrolled in, or possess, a Bachelor's degree in any discipline.

These courses are non-credit. Students are assessed and graded. A McGill Record of Study is issued. The language of instruction is English (TOEFL IBT 79 or equivalent). There are no other prerequisites.

FEES
→ Tuition Fees: $2310 CAD
→ Ancillary Fees: $385 CAD
→ Total Program Fees: $2695 CAD
  (≈ *$2025 USD**)

→ Fees include:
  → International Health Insurance
    (for non-Canadian residents)
  → Course material
  → McGill Record of Study
  → Attestation of Completion
    of Program
  → Welcome & Orientation session
→ Optional:
  → Accommodation (Double Occupancy):
    $825 CAD ($625 USD*)
  → Cultural and social activities
    (Fees to be announced)
→ Not included:
  → Meals

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INTRODUCTION TO BIG DATA
NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES
January 28 - February 14, 2020 (3 weeks)

DESCRIPTION
Leverage your strengths in quantitative analysis to extrapolate meaningful business insights from large data sets. This program will introduce you to a practical toolkit to help you work with data at scale.

COURSES

1. DATA SCIENCE FOR BUSINESS DECISIONS (30 HOURS)
This course aims to provide an overview of how data science can help drive business decisions and create new business models. The emphasis is placed on how to move from data to insight. The course explores the data science process and various challenges that data driven businesses face including ethics, data governance and privacy among others. The evolution of data technology and storage, as well as application of data science tools and techniques in different business areas such as customer and web analytics, operations analytics, human resources related analytics are explored through examples from various industries such as banking, healthcare, marketing, agriculture to name a few.

2. DATA AT SCALE (30 HOURS)
This course familiarizes participants with different aspects of large data sets and how they are managed both on site and in the Cloud. Emphasis is placed on providing participants with hands-on experience from data ingestion to analysis of large data sets, both data-at-rest or data-in-motion (streaming data), including defining Big Data and its 5 V's: Volume, Velocity, Variety, Veracity, and Value. Architectures of distributed databases and storage, ecosystems such as Hadoop and Spark are covered followed by introduction to Scala, Spark-Shell and PySpark.

These courses are non-credit. Students are assessed and graded. A McGill Record of Study is issued. The language of instruction is English (TOEFL IBT 79 or equivalent). There are no other prerequisites.

ADMISSION REQUIREMENTS AND PRE-REQUISITES
→ **Applicants must be currently enrolled in one of the following programs or hold a degree in:**
  → Bachelor of Engineering (B.Eng.)
  → Bachelor of Science (B.Sc.)
  → Bachelor of Commerce in MIS (B.Com MIS)
AND
→ Solid understanding of statistical concepts
→ Essential skills in Linux, Java, SQL. Recommended online courses include, but are not limited to:
→ Java Java Tutorial for Complete Beginners, Udemy
→ Linux Linux/Unix Tutorial for Beginners, Guru99
→ SQL Intro to SQL for Data Science, Data Camp

FEES
→ Tuition Fees: $2310 CAD
→ Ancillary Fees: $385 CAD
→ Total Program Fees: $2695 CAD
  (≈ *2025 USD**)

→ Fees include:
  → International Health Insurance
    (for non-Canadian residents)
  → Course material
  → McGill Record of Study

→ Attestation of Completion of Program
→ Welcome & Orientation session
→ Optional:
  → Accommodation (Double Occupancy):
    $825 CAD ($625 USD*)
  → Cultural and social activities
    (Fees to be announced)
→ Not included:
  → Meals

LEADERSHIP
NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES
January 28 - February 14, 2020 (3 weeks)

COURSES

1. FUNDAMENTALS OF ORGANIZATIONAL BEHAVIOUR (30 HOURS)
The implications for management and the essential concepts of social psychology such as motivation, perception, attitude change and organization. Group and organizational dynamics will be the major emphasis of the course. Classroom discussion and student participation is encouraged.

2. LEADING SUSTAINABLE CHANGE (30 HOURS)
This course explores issues related to change management including models of change management, keys to successful change processes, change leadership structures, common change management techniques, integrating change management considerations into consulting programs and proposals, choosing the intervention and getting client buy-in. A substantial proportion of the class time is devoted to discussions, role-plays, case study exercises, and participant-facilitated discussions.

ADMISSION REQUIREMENTS AND PRE-REQUISITES

Applicants must be currently enrolled in, or possess, a Bachelor's degree in any discipline.

These courses are non-credit. Students are assessed and graded. A McGill Record of Study is issued. The language of instruction is English (TOEFL IBT 79 or equivalent). There are no other prerequisites.

FEES
→ Tuition Fees: $2310 CAD
→ Ancillary Fees: $385 CAD
→ Total Program Fees: $2695 CAD
   (≈ *$2025 USD**)

→ Fees include:
   → International Health Insurance
      (for non-Canadian residents)
   → Course material
   → Official McGill Record of Study
   → Attestation of Completion
      of Program
   → Welcome & Orientation session
→ Optional:
   → Accommodation (Double Occupancy):
      $825 CAD ($625 USD*)
   → Cultural and social activities
      (Fees to be announced)
→ Not included:
   → Meals

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MACHINE LEARNING
NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES
January 28 - February 14, 2020 (3 weeks)

DESCRIPTION
If you are interested in acquiring essential practical machine learning knowledge and skills, this program is for you.

COURSES

1. STATISTICAL MACHINE LEARNING (30 HOURS)
This course introduces fundamental statistical machine learning concepts and tools using Python. Emphasis is placed on the following subjects: descriptive statistics, statistical distributions, random number generation, basic data visualization; linear regression; basic classification; error estimation: cross-validation, bias-variance trade-off; shrinkage methods; dimension reduction; beyond linearity: smoothing splines, local regression, additive models; tree and ensemble methods; powerful classifiers; unsupervised learning.

2. PRACTICAL MACHINE LEARNING (30 HOURS)
This course aims to introduce participants to essential machine learning methods and techniques through an end-to-end machine learning project. Emphasis is placed on practical experience with machine learning using Python programming language, scikit-learn and TensorFlow, as well as on understanding classification and training models. The course will provide an introduction to artificial Neural Networks, deep learning, convolutional and recurrent neural nets and reinforcement learning.

These courses are non-credit. Students are assessed and graded. A McGill Record of Study is issued. The language of instruction is English (TOEFL IBT 79 or equivalent). There are no other prerequisites.

ADMISSION REQUIREMENTS AND PRE-REQUISITES
→ **Applicants must be currently enrolled in one of the following programs or hold a degree in:**
   → Bachelor of Computer Science (B.CompSc)
   → Bachelor of Engineering (B.Eng.)
   → Bachelor of Science (B.Sc.)
   → Bachelor of Commerce in MIS (B.Com MIS)
AND
   → Intermediate Programming skills in Python: Test 1 , or Test 2, or Test 3
In case students are not able to complete the above tests, we recommend that they take the course (or similar) in order to help them solve the above problems:

Please provide proof at the time of application. You may use online assessment such as Data Camp, TestDome, etc.

ASSUMED PRIOR KNOWLEDGE:
Concepts covered in the following McGill courses: COMP 206, COMP 251, MATH 353, or equivalent.

FEES
→ Tuition Fees: $2310 CAD
→ Ancillary Fees: $385 CAD
→ Total Program Fees: $2695 CAD
   (≈ *$2025 USD**)

→ Fees include:
   → International Health Insurance (for non-Canadian residents)
   → Course material
   → McGill Record of Study

→ Attestation of Completion of Program
→ Welcome & Orientation session
→ Optional:
   → Accommodation (Double Occupancy): $825 CAD ($625 USD*)
   → Cultural and social activities (Fees to be announced)
→ Not included:
   → Meals

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PROJECT MANAGEMENT
NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES
January 28 - February 14, 2020 (3 weeks)

COURSES

1. INTRODUCTION TO PROJECT MANAGEMENT (30 HOURS)
This course addresses the fundamental principles of project management, and the tools and techniques at our disposal to help achieve project goals. These principles, largely developed and tested on engineering projects, are being successfully applied to projects of all sizes and types within the business world. They are also fully aligned with A Guide to the Project Management Body of Knowledge (*PMBOK® Guide*), published by the Project Management Institute (PMI).

Topics include: project life cycle, planning, scheduling, implementing, monitoring, controlling, close-out and ethics. Students have the opportunity not only to delve into the key principles of project management, but to put these principles into practice. Students will learn how to use Microsoft® Project 2010 to prepare a clear project plan and communicate project progress and status.

2. INTRODUCTION TO AGILE PROJECT MANAGEMENT (30 HOURS)
This course covers the application of agile concepts, principles, and methodologies in project management, largely developed and tested on software development projects, and being successfully applied to projects of all sizes and types in other various industries.

The course topics are aligned with the established agile manifesto and principles supporting the Agile Certified Practitioner certification offered and administered by the Project Management Institute (PMI-ACP®).

ADMISSION REQUIREMENTS AND PRE-REQUISITES

Applicants must be currently enrolled in, or possess, a Bachelor's degree in any discipline.

These courses are non-credit. Students are assessed and graded. A McGill Record of Study is issued. The language of instruction is English (TOEFL IBT 79 or equivalent). There are no other prerequisites.

FEES

→ Tuition Fees: $2310 CAD
→ Ancillary Fees: $385 CAD
→ Total Program Fees: $2695 CAD
  (≈ *$2025 USD**)

→ Fees include:
  → International Health Insurance (for non-Canadian residents)
  → Course material
  → McGill Record of Study
  → Attestation of Completion of Program
  → Welcome & Orientation session
→ Optional:
  → Accommodation (Double Occupancy): $825 CAD ($625 USD*)
  → Cultural and social activities (Fees to be announced)
→ Not included:
  → Meals

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SOCIAL MEDIA AND DIGITAL COMMUNICATION IN BUSINESS
NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES

January 28 - February 14, 2020 (3 weeks)

COURSES

1. CURRENT TRENDS IN DIGITAL COMMUNICATIONS (30 HOURS)

Whether you have knowledge and experience in one or more digital applications, or almost none, this course will ensure your grasp of digital media is comprehensive, solid and up to date. It will give you a broad overview of the technology, its current uses in organizations and society, and its potential and implications for the future. It will provide knowledge and skills that form a strong base for immediate application. Topics covered include: principles of digital communication; overview of current uses of internet-based media in public relations, direct marketing, internal communications, fundraising, consumer relations and reputation management; trends and best practices in digital and social media technologies; effective online community management.

2. SOCIAL MEDIA STRATEGIES AND COMMUNITY MANAGEMENT (30 HOURS)

The use of social media platforms for promoting organizations, brands and causes has increased exponentially in recent years. Campaigns of all kinds rely heavily on social media, some even exclusively. This course will examine consumer behaviour in digital media; digital marketing practices; brand relations; online community-building and stakeholder engagement. Students will develop a digital campaign, including appropriate measurement and evaluation.

ADMISSION REQUIREMENTS AND PRE-REQUISITES

Applicants must be currently enrolled in, or possess, a Bachelor's degree in any discipline.

These courses are non-credit. Students are assessed and graded. A McGill Record of Study is issued. The language of instruction is English (TOEFL IBT 79 or equivalent). There are no other prerequisites.

FEES

→ Tuition Fees: $2310 CAD
→ Ancillary Fees: $385 CAD
→ Total Program Fees: $2695 CAD
   (≈ *$2025 USD**)

→ Fees include:
   → International Health Insurance
     (for non-Canadian residents)
   → Course material
   → McGill Record of Study
   → Attestation of Completion
     of Program
   → Welcome & Orientation session
→ Optional:
   → Accommodation (Double Occupancy):
     $825 CAD ($625 USD*)
   → Cultural and social activities
     (Fees to be announced)
→ Not included:
   → Meals

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INTENSIVE ENGLISH LANGUAGE AND CULTURE
NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES
Session 1: January 13 - February 21, 2020
Session 2: March 2 - April 10, 2020

COURSES
Obtain the McGill Certificate of Proficiency in English – Language and Culture, recognized by all McGill faculties as meeting the university's English-language entry requirements.

PROGRAM INCLUDES
- 8 levels (Elementary to Advanced)
- Each level/session lasts 6 weeks
- 6 sessions per year
- 25 hours per week (teaching and contact hours), Monday through Friday
- Highly qualified instructors
- Language labs & multimedia technology to strengthen your language skills
- Conversation Partners help you to improve your English
- Exciting cultural activities
- Innovative Cultural Discovery Projects

These courses are non-credit. A McGill Record of Study is issued. A placement test will be given to determine level.

FEES
→ Canadian citizens/Permanent residents: $2037 CAD (≈ $1525 USD*) per six week session/level
→ International students: $2539 CAD (≈ $1900 USD*) per six week session/level
→ An additional $19.80 CAD (≈ $15 USD*) fee for Career Advising and Transition Services per semester
→ Plus a non-refundable application fee: $89.52 CAD (≈ $67 USD*)
→ Fees include:
  → Instruction and many activities five days a week
  → Blue Cross medical insurance for international students : $120 CAD/term
→ Not included:
  → Accomodation
  → Meals
  → Transportation

*Invoicing is in Canadian dollars, USD pricing based on the June 11 2019 rate is for comparative purposes only and is subject to change.

INTENSIVE FRENCH LANGUAGE AND CULTURE
NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES

Session 1: January 13 - February 21, 2020
Session 2: March 2 - April 10, 2020

COURSES

Obtain the McGill Certificate of Proficiency in French – Language and Culture, recognized by the Ministère de l'Immigration, de la Diversité et de l'Inclusion (MIDI) for immigration applicants.

PROGRAM INCLUDES
- 6 levels (Beginner to Advanced)
- Each level/session lasts 6 weeks
- 6 sessions per year
- 25 hours per week (teaching and contact hours), Monday through Friday
- Highly qualified instructors
- Language labs & multimedia technology to strengthen your language skills
- Conversation Partners help you to improve your French
- Exciting cultural activities
- Innovative Cultural Discovery Projects

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REGISTRATION DEADLINE: December 1, 2019

QUESTIONS?
WE CAN HELP!

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