



**bemc**  
 Bridge to Employment  
 in Media & Communications

# Bridge to Employment in Media & Communications

Academic partner **Seneca**

For immigrants with a background related  
 to Communication & Public Relations |  
 Digital Marketing | Entrepreneurship |  
 Videography | Broadcasting | Social Media |  
 Journalism

## The Program

The **Bridge to Employment in Media & Communications (BEMC)** Program prepares internationally trained media, marketing, and communications professionals to find a meaningful career in Ontario in fields related to broadcast media, digital marketing, social media, communications, Public Relations, and journalism.

## Program Goals

- 1 Help you have an in-depth understanding of media and communications landscape, practices, and career opportunities in Ontario
- 2 Improve your mastery of professional communication skills required in the field
- 3 Offer you an opportunity to gain real work experience in the field media and communications field by connecting you with employers and with professional networks



Program Location  
**Available anywhere  
 in Ontario**

Program Duration  
**6 Months,  
 including a placement**

Next Cohort Start Date  
**Spring 2025**

For info sessions,  
 scan the QR code for dates



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 @MNLCT



This Employment Ontario program is funded  
 by the Government of Ontario



## Who Should Apply

Internationally educated professionals with post-secondary training and experience in media, communications, public relations, or related areas

## Eligibility Requirements

- Post-secondary education outside Canada in media, communications, public relations, or related areas
- Minimum of 2 years work experience outside of Canada in media and communications, or related areas
- Language proficiency: CLB 7+ (for Reading-Listening-Writing-Speaking); or the equivalencies (CELP 7+ or, IELTS 6+, or TOEFL 80+)
- Legal immigration status (Naturalized Canadian Citizen, Permanent Resident, Convention Refugee, and Refugee Claimant with Work Permit, CUAET)
- Residence: Ontario

## Program Components

- Classroom instruction on the Canadian media landscape
- Professional workplace communication skills, and advanced exploration of other communications sub-sectors
- Hands-on, supervised work placement opportunities
- Ongoing career coaching and guidance from an employment and placement counsellor
- Two Courses in the field of media offered by Seneca College – Academic Partner –. Receive a Statement of Recognition upon successful completion.



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