

New Program Launch – Webpage content

Prepared by	
Date	

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Program overview

Program name	
Program number(s)	
Is this a co-op program?	<p>No</p> <p>Yes (include program number above)</p>
Open to international students?	<p>No</p> <p>Yes</p>
Campus(es)	
Intake/start dates	
Credential	
Length Please select a time frame for the program web page	<p>One year or less</p> <p>Two years</p> <p>Three years</p> <p>Four years or more</p>
Fast track?	<p>No</p> <p>Yes (indicate the semester fast track is offered)</p>
Delivery	<p>Online</p> <p>In-person</p> <p>Hybrid</p> <p>Other, please describe</p>

<p>Theme(s)</p> <p>Please indicate the theme(s) this program aligns with:</p>	<p>Business</p> <p>Communication Arts</p> <p>Community Services</p> <p>Graduate Studies</p> <p>Health</p> <p>Preparatory Studies</p> <p>Technology</p> <p>Skilled Trades</p>
<p>Continuing Education</p> <p>Will this program also be offered by Continuing Education NOW or in the future?</p>	<p>No</p> <p>Yes</p>

1. Program description

Tips:

- Use paragraphs or bullets
- Align with program learning outcomes and career opportunities
- Describe the skills and knowledge that students will develop
- Highlight interesting program features, such as projects or activities
- Describe the types of work environments graduates will experience

1.1 Provide a headline sentence that summarizes the program.

1.2 Program highlights, features, benefits

2. Faculty and Program Coordinator

2.1 Who is the Program Coordinator? Please provide their name and email address.

2.2 Please the name and email addresses for faculty who will be teaching in the program.

Marketing will connect with faculty for a photo, if needed.

3. Admission information

Marketing will work with the Admissions team to confirm admission requirements.

3.1 Does the program have non-academic admission requirements? E.g. portfolio, audition, etc. If yes, describe below.

3.2 Do the following statements apply to this program:

- Options are available for [mature applicants](#). Yes No
- Don't have the necessary requirements? [Check out upgrading courses at Mohawk College.](#) Yes No

4. Tuition and fees

Marketing will work in consultation with the Registrar's Office to gather tuition and fee information.

4.1 Additional costs, if applicable.

4.2 Additional Software/Hardware requirements, if applicable.

5. Program of Studies

Marketing will work with the Academic Data Officer to pull these directly onto the site from the POS database.

6. Experiential learning

A program's experiential learning opportunities can be a deciding factor for prospective students, particularly in crowded markets where similar programs exist. Experiential learning can help distinguish a program from competitors and attract students, making it a strong marketing message. Please consult the Centre for Experiential Learning team to provide experiential learning content.

6.1 Describe the Experiential Learning opportunities for students.

6.2 Are there Pre-Placement requirements? Yes No
If yes, indicate below, or program another program with the same requirements.

7. Learning Outcomes

7.1 Have Program Learning Outcomes (PLOs) been sent to Academic

Quality area? Yes No

Marketing can pull these directly onto the site from the ggsso.mohawkcollege.ca database.

8. Career Opportunities

8.1 Potential job titles

8.2 Potential industries

Marketing will review/confirm career data with Institutional Reporting for the [Career Coach tool](#).

9. Pathways

Please consult the Pathways team to gather the following information. The Pathways team will provide a visual map for the program.

9.1 Pathways to Mohawk

9.2 Pathways within Mohawk

9.3 Pathways beyond Mohawk

9.4 Graduate Opportunities: are there other accreditations, certificates, association, etc. graduates can seek out?

10. Additional information

Is there anything else applicants need to know about the program?

11. Program photo

Please use keywords or sentence to describe a scenario or situation for a photo that would best represent the program. You may also paste sample photos below or provide links to images online.