Journalism - Print and Online Major

SCHOOL FOR ADVANCED DIGITAL TECHNOLOGY

Overview

Are you interested in journalism and the art of storytelling? If writing and digital media are your style, the Print and Online Journalism major is a great choice.

You'll learn the basics of journalism, including ethical news reporting, and then branch out in various areas, including marketing, public relations, and social media or digital content creation.

In the first year, you'll dive into news writing, basic photography, marketing, advertising, public relations, publication design, and online journalism. You'll build a solid foundation in journalism skills, preparing you for various career opportunities in digital media, public relations, communications, traditional journalism and more.

In your second year, you'll refine your writing, editing, layout design, and digital publishing skills. You'll work on various writing formats, from news features to blogs, and gain experience in editing, business writing, copywriting, and public relations. The program culminates in a simulated "newsroom" experience where you'll create content for SAIT's online newspaper.

This field offers the flexibility to blaze your path, whether as a freelance writer or photographer or working for a company or a news organization.

Our class sizes are small, with 32 students on average, and photography class sizes are capped at 16.

Whether you're passionate about writing, photography, or digital media, our Journalism program is your first step toward a rewarding career in storytelling, communication and the creative industries.

Traits, skills and aptitudes

Those in journalism or creative industries tend to be innovative, methodical, and directive.

You need:

- flexibility
- eloquence and precise language skills
- an understanding of your medium and knowledge of your area of interest
- the ability to be objective and self-critical about your work and to accept objective criticism from others
- research and organizational skills
- time-management skills
- negotiation and marketing skills
- interviewing skills
- self-discipline.

You should enjoy gathering and clarifying information, writing, and presenting to people. You should also be prepared to work irregular hours and travel for work.

Practicum, Co-op and Work Integrated Learning

In your final semester, you'll participate in a four-week practicum at a digital or print-based journalism, editorial, corporate or non-profit organization.

You are responsible for securing your placement, which needs to be approved. Before your practicum, you'll complete assignments and get assistance creating a resume, setting up your LinkedIn profile, practicing interviews, and learning how to approach potential employers about a practicum placement.

You'll also have the option to complete a cooperative work term between your first and second year of study. This work term isn't required to graduate.

Please note: International students are not eligible to register in or participate in optional work-integrated learning opportunities, as optional placements do not meet current IRCC requirements for student work placements.

Credentials

After successfully completing this program, you'll receive a SAIT Journalism diploma with a major in Print and Online Journalism.

Admission requirements

Applicants educated in Canada

Applicants must demonstrate English language proficiency and completion of the following courses or equivalents:

- at least 60% in English Language Arts 30-1 or English Language Arts 30-2.

SAIT accepts high school course equivalents for admission for applicants educated outside Alberta.

Applicants educated outside of Canada

All applicants who were educated outside of Canada must demonstrate English language proficiency and provide proof they meet the program admission requirements with an international document assessment. Find accepted educational documents and assessment options.

SAIT may also accept courses completed at certain international post-secondary institutions.

Costs

2026/27 tuition and fees

The following costs are effective as of July 1, 2026.

The estimated total cost of tuition and fees is based on the suggested schedule of study. Following a modified schedule will impact the fees you pay per semester and may alter final costs.

Domestic Students

Year	Number of semesters	Tuition fees	Additional fees	Total per year
1	2	$6,150	$1,764.50	$7,914.50
2	2	$6,150	$1,764.50	$7,914.50
			Total cost:	**$15,829**

The estimated total cost of tuition and fees for domestic students is based on the recommended course load per year.

International Students

The program total is based on the estimated amount you will pay if you enter this program during the 2026/27 academic year. The program total amount listed on your letter of admission may appear higher. This amount is your maximum tuition guarantee for the program. SAIT will not exceed this maximum, regardless of changes in tuition and fees between academic years.

Year	Number of semesters	Tuition fees	Additional fees	Total per year
1	2	$21,780	$1,764.50	$23,544.50

Year	Number of semesters	Tuition fees	Additional fees	Total per year
2	2	$21,780	$1,764.50	$23,544.50
			Total cost:	**$47,089**

The estimated total cost of tuition and fees for international students is based on the recommended course load per year.

Books and Supplies

Books are approximately $400 for the whole program.

Find your booklist on the SAIT Bookstore's website. The booklist will be available closer to the program start date. Can't find your program or course? The bookstore didn't receive a textbook list. Contact your program directly to determine if they're still refining course details or if you're in luck; no textbook purchase is required this term.

Camera and related equipment

Camera equipment costs range between $600 and $2,000 and must be purchased as you enter your first year. Refer to the journalism gear list for an in-depth summary of equipment requirements.

Computer

This is a bring-your-own-device program with custom hardware and software requirements.

You'll need a Mac computer that meets the minimum requirements and is approximately $1,200 (including a multi-port adapter and card reader).

Software subscriptions to Adobe Creative Cloud and Camera Bits Photo Mechanic are also required. Mac requirements and subscription purchase details can be found in the gear list.

Smartphone

A smartphone with an active cellular data plan is required. Recommendations can be found in the gear list.