Better preparing students for careers in digital media

Stratford, ON (January 28, 2012) – The University of Waterloo Stratford Campus announces that Master of Digital Experience Innovation students can now complete the education portion of the Project Management Professional (PMP) certification starting this fall. Also available this fall, is a part-time option for the Master of Digital Experience Innovation, which also includes the education portion of the full PMP certification.

"The Project Management Institute sets the standard in project management and is globally recognized. By adding the project management modules to the curriculum, we will ensure that our students will be well on their way to become fully certified and sought after project managers," explains Christine McWebb, Director, Academic Programs, University of Waterloo Stratford Campus. “The part-time option will be particularly attractive to professionals working in the digital media industry who wish to enhance their education or seek new challenges.”

The Master of Digital Experience Innovation program includes many of the 35 hours of project management education required by the Project Management Institute, with additional modules taught outside the existing curriculum. Students will also have the opportunity to practice what they learn during their team-based industry projects. Once students have completed their education hours, for the full PMP certification, they need to complete the required practical hours and the certification exam administered by the Project Management Institute.

For those already working, the part-time option of the Master of Digital Experience Innovation can work with their already full schedule. Instead of completing the degree in one year, it will take students 24 months. Eligible students will take two courses per term, and finish their program with a final project in the last spring term of their program.

“This makes our leading edge Digital Media program even more valuable and accessible!” says Ginny Dybenko, Executive Director, University of Waterloo Stratford Campus. “Our new PMP certification gives graduates one more tool in their kit bag - an additional advantage in competing for jobs in the new Knowledge Economy. And the part-time program makes this amazing curriculum accessible to those who need to continue working while they pursue furthering their education.”

The Masters of Digital Experience Innovation is the first professional master’s degree to combine creativity, technology and business in one degree. Unique to this program is the project-based learning component that allows students to work with industry partners. The first class of Masters of Digital Experience Innovation students will graduate in Fall 2012.

About Waterloo Stratford Campus
The University of Waterloo Stratford Campus is focused on undergraduate, graduate and executive education programs, research, commercialization and community outreach. This collaborative, strategic partnership between the City of Stratford and the University of Waterloo will bring students, leading researchers, businesses and entrepreneurs together to create, examine and commercialize opportunities in the digital media space. The campus will lead an evolution in learning and career preparation. Students will be immersed in a rich, technology-driven environment where theory and practice, science and commerce, creativity and innovation merge to forward digital media. www.stratfordcampus.uwaterloo.ca

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