

Area of Interest: Creative Media and Communications

Advertising and Marketing Communications Management

Ontario College Advanced Diploma

Program Code: 1456X01FWO

3 Years

Ottawa Campus

Our Program

Turn your creativity into your career.

The three-year Advertising and Marketing Communications Management Ontario College Advanced Diploma program prepares you to take your career into many industries. By combining business theory and creative messaging, this industry-respected program enables you to develop skills in idea conceptualization, copywriting, layout and production design. You also develop integrated marketing communications strategies through researching what drives target audiences and planning how to reach them effectively.

Experienced industry-connected faculty prepare you to plan, create and implement marketing communications. Key class projects work on real advertising and marketing communications opportunities with local companies as clients. As well, alumni and industry leaders act as guest speakers in every semester.

Put classroom theory to work through hands-on creation in one of the second-year student-run business unit teams:

- The award-winning *Algonquin Times* - where teams work on websites, print editions, eNewsletters, social media channels, events and apps
- DIG - the student-run ad agency where every client has a unique problem to be solved
- SLiDE - the in-house marketing department for Algonquin's DARE District that works with Ottawa entrepreneurs and social enterprises.

The program encourages you to expand your learning and network through optional class trips in second and third year. As a second-year student, you have the unique opportunity to visit and tour select advertising and marketing agencies and visit program alumni in Toronto. As a third-year student, you have the opportunity to visit New York City and attend one of the largest industry conferences in the world, Advertising Week.

At the end of the program, take your real-world experience a step further with a six-week job placement within the area of advertising and marketing communications. Upon graduating, be ready to start your career in this field.

There are many job opportunities for graduates of this program. You may find employment with advertising or creative agencies and any organization that has a marketing, communications, media or promotions department. This includes:

- retail
- professional services firms
- technology companies
- associations
- governments

You might even launch your own marketing and communications company.

SUCCESS FACTORS

This program is well-suited for students who:

- Are creative and show initiative.
- Are disciplined in their studies.
- Have strong interpersonal skills.
- Have above-average written and oral communication ability.
- Enjoy problem solving in a team environment.

Employment

Graduates may find employment in the creative and client-service roles in advertising agencies. They may also work in any organization, regardless of industry, that has a marketing, communications, media or promotions department. Opportunities and roles exist in advertising, events, PR, digital, social media, promotions, sales and media fields. With experience, graduates may become self-employed or launch new advertising or marketing communications businesses.

Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Determine, analyze and respond to clients` advertising and marketing communications objectives by applying principles of marketing and communications.
- Perform a market segmentation analysis, determine the organization`s target market audience and define the consumer behaviour of each segment.
- Develop an integrated advertising and marketing communications plan and persuasively present and defend it.
- Evaluate the effectiveness of integrated advertising and marketing communications initiatives.
- Develop advertising and marketing communications material in compliance with current Canadian legislation, industry standards and business practices.
- Develop creative solutions to address advertising and marketing communications challenges.
- Plan, implement, monitor and evaluate projects by applying principles of project management.
- Complete all work in a professional, ethical and timely manner.
- Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

Program of Study

| Level: 01 | Courses | Hours |
|-----------|-------------------------------|-------|
| ADV1601 | Ad Workshop I | 42.0 |
| ADV1618 | The Marketing Concept | 42.0 |
| ADV1639 | Switching on Your Right Brain | 42.0 |
| ADV1695 | Advertising I | 56.0 |
| ENL1813M | Communications I | 42.0 |

| | | |
|---------------------------------------|-----------------------------------|--------------|
| MGT8100 | Career and College Success Skills | 42.0 |
| Level: 02 | Courses | Hours |
| ADV1602 | Ad Workshop II | 42.0 |
| ADV1619 | Media Buying and Selling | 42.0 |
| ADV1622 | Copywriting 101 | 28.0 |
| ADV1623 | Advertising II | 42.0 |
| ADV1679 | How Consumers Get to Yes | 42.0 |
| ADV1696 | Researching for Insight | 28.0 |
| ENL2011 | Presentation Skills | 42.0 |
| Choose one from equivalencies: | Courses | Hours |
| GED1456 | General Education Elective | 42.0 |
| Level: 03 | Courses | Hours |
| ADV1630 | Advertising III | 42.0 |
| ADV1634 | Theatre of the Mind | 28.0 |
| ADV1638 | Advertising in Practice I | 28.0 |
| ADV1641 | Strategy and Media Toolkit | 28.0 |
| ADV1678 | Ad Studio | 42.0 |
| ADV1684 | Creating Hype | 42.0 |
| ADV1710 | Media Planning Strategy | 42.0 |
| Level: 04 | Courses | Hours |
| ADV1645 | Advertising IV | 42.0 |
| ADV1648 | Advertising in Practice II | 28.0 |
| ADV1659 | Motion Storytelling | 28.0 |
| ADV1680 | Advertising Design | 42.0 |
| ADV1687 | Push and Pull | 42.0 |
| ADV1697 | Insights and Strategy | 28.0 |
| ADV1709 | Digital Marketing Strategy | 42.0 |
| Level: 05 | Courses | Hours |
| ADV1656 | Advertising V | 42.0 |
| ADV1676 | Branding | 42.0 |
| Elective 1: MUST choose one | Courses | Hours |
| ADV1685 | Portfolio Projects (Creative) | 28.0 |

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|--|---|--------------|
| ADV1686 | Portfolio Projects (Business) | 28.0 |
| Elective 2: MUST choose one Courses | | Hours |
| ADV1701 | Web Techniques | 42.0 |
| ADV1708 | Digital Marketing Execution and Analytics | 42.0 |
| Elective 3: MUST choose one Courses | | Hours |
| ADV1702 | Niche Marketing | 42.0 |
| ADV1703 | Art Direction | 42.0 |
| Elective 4: MUST choose one Courses | | Hours |
| ADV1704 | Clients and Contracts | 42.0 |
| ADV1705 | Motion Graphics | 42.0 |
| Elective 5: MUST choose one Courses | | Hours |
| ADV1706 | Project Management and Production | 42.0 |
| ADV1707 | Creative Entrepreneurship | 42.0 |
| Level: 06 Courses | | Hours |
| ADV1605 | Trendspotting | 14.0 |
| ADV1665 | Advertising VI | 28.0 |
| ADV1691 | Professional Practice | 28.0 |
| ADV1698 | Field Work Preparation | 7.0 |
| ADV1699 | Cases in Advertising | 14.0 |
| ADV1711 | Field Work | 140.0 |
| Elective: choose 1 Courses | | Hours |
| ADV1688 | Portfolio Presentation (Creative) | 21.0 |
| ADV1689 | Portfolio Presentation (Business) | 21.0 |

Fees for the 2023/2024 Academic Year

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at <https://www.algonquincollege.com/fee-estimator> .

Further information on fees can be found by visiting the Registrar's Office website at <https://www.algonquincollege.com/ro> .

Fees are subject to change.

Additional program related expenses include:

- Books and supplies cost approximately \$1,220 in the first year, \$1,270 in the second year and \$1,220 in the third year.
- Students must purchase their own Mac laptop computer and software.

- In second year, students are required to subscribe to a program-recommended digital media buying simulation program. Cost is estimated to be \$60.
- Throughout the program students are also required to submit colour print outs of creative work. Although the program aims to minimize this expense, students are advised to plan for this additional outlay.

Admission Requirements for the 2024/2025 Academic Year

College Eligibility

- Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR
- Academic and Career Entrance (ACE) certificate; OR
- General Educational Development (GED) certificate; OR
- Mature Student status (19 years of age or older and without a high school diploma at the start of the program). Eligibility may be determined by academic achievement testing for which a fee of \$50 (subject to change) will be charged.

Program Eligibility

- English, Grade 12 (ENG4C or equivalent) with a grade of 70% or higher.
- Mathematics, Grade 11 (MBF3C or equivalent).
- Applicants with international transcripts must provide proof of the subject-specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).
- IELTS-International English Language Testing Service (Academic) Overall band of 6.5 with a minimum of 6.0 in each band; OR TOEFL-Internet-based (iBT)-overall 88, with a minimum of 22 in each component: Reading 22; Listening 22; Speaking 22; Writing 22; OR Duolingo English Test (DET) Overall 120, minimum of 120 in Literacy and no score below 105.

Not sure if you meet all of the requirements? Academic Upgrading may be able to help with that: <https://www.algonquincollege.com/access/> .

Should the number of qualified applicants exceed the number of available places, applicants will be selected on the basis of their proficiency in English and mathematics.

Direct entry into second year: Block transfer from Algonquin College Business Marketing program into second year:

Applicants with a university degree may be admitted directly into second year. Applicants should contact the coordinator directly for more information.

Admission Requirements for 2023/2024 Academic Year

College Eligibility

- Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR
- Academic and Career Entrance (ACE) certificate; OR
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- Mature Student status (19 years of age or older and without a high school diploma at the start of the program). Eligibility may be determined by academic achievement testing for which a fee of \$50 (subject to change) will be charged.

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Should the number of qualified applicants exceed the number of available places, applicants will be selected on the basis of their proficiency in English and mathematics.

Direct entry into second year:**Block transfer from Algonquin College Business Marketing program into second year:**

Applicants who have successfully completed the Algonquin College Business Marketing diploma may be admitted directly into second year. Applicants should contact the coordinator for more information.

Applicants with a university degree may be admitted directly into second year. Applicants should contact the coordinator directly for more information.

Application Information**ADVERTISING AND MARKETING COMMUNICATIONS MANAGEMENT**
Program Code 1456X01FWO

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca
60 Corporate Court
Guelph, Ontario N1G 5J3
1-888-892-2228

Students currently enrolled in an Ontario secondary school should notify their Guidance Office prior to their online application at <http://www.ontariocolleges.ca/> .

Applications for Fall Term and Winter Term admission received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served basis as long as places are available.

International applicants please visit this link for application process information: <https://algonquincollege.force.com/myACint/> .

For further information on the admissions process, contact:

Registrar's Office
Algonquin College
1385 Woodroffe Ave
Ottawa, ON K2G 1V8
Telephone: 613-727-0002
Toll-free: 1-800-565-4723
TTY: 613-727-7766
Fax: 613-727-7632
Contact: <https://www.algonquincollege.com/ro>

Additional Information

This program has a field work component that must be completed in order to graduate. Finding and securing an approved fieldwork opportunity is a shared responsibility. Your faculty and field work supervisor/coordinator has contacts in industry and where feasible will assist you in finding an approved field placement.

Contact Information

Program Coordinator(s)

- Liz Babiak, <mailto:babiakl@algonquincollege.com> , 613-727-4723, ext. 3122
- Laura Thorsell, <mailto:thorsel@algonquincollege.com> , 613-727-4723, ext. 2897

Course Descriptions

ADV1601 Ad Workshop I

Students focus on layout and design principles. Students learn to create advertisements, digital and print material while they learn to enter, edit and manipulate text and graphics.

Prerequisite(s): none
Corerequisite(s):none

ADV1602 Ad Workshop II

Students enhance their understanding of layout, print production and InDesign.

Prerequisite(s): ADV1601
Corerequisite(s):none

ADV1605 Trendspotting

Students explore the emerging trends in global culture and marketing in the modern world. Students learn to recognize and understand major social trends, and explore their impact on branding and communications.

Prerequisite(s): none
Corerequisite(s):none

ADV1618 The Marketing Concept

An introduction to marketing concepts, the role of marketing departments, marketing, the economy and the role of advertising is provided. While students receive an overview of the entire marketing process, emphasis is placed on areas of relevance to advertising.

Prerequisite(s): none
Corerequisite(s):none

ADV1619 Media Buying and Selling

Students are introduced to the elements within a media strategy including media objectives, media and vehicle selection and blocking charts. Using Canadian Advertising Rates and Data (CARD), students learn how to estimate the cost of paid media including print, broadcast, out-of-home and digital media. Additionally, students gain understanding of the media sales process and basic selling skills as a partnership function to media buying.

Prerequisite(s): none
Corerequisite(s):none

ADV1622 Copywriting 101

Students are provided with guidance in conceptual thinking and writing advertising strategies.

Students learn the techniques to write headlines and body copy for a variety of print ads.

Prerequisite(s): none
Corerequisite(s):none

ADV1623 Advertising II

Students learn the functions of advertising, its role in the marketing communications mix, economics and social influence. They learn how companies and agencies organize for advertising and new developments in the organizational structure of the marketing communications industry. Students are introduced to and study the integrated marketing communications plan and how to develop an IMC strategy.

Prerequisite(s): ADV1618 and ADV1695
Corerequisite(s):none

ADV1630 Advertising III

Students learn how to develop an integrated marketing communications plan. They practise the key elements of a comprehensive plan from situation analysis and defining objectives through to selecting the IMC mix and developing creative strategies.

Prerequisite(s): ADV1619 and ADV1623
Corerequisite(s):none

ADV1634 Theatre of the Mind

Students are introduced to radio as an advertising medium, its advantages to advertisers and its opportunities for copywriters. Students are expected to write creative advertising commercials and become familiar with broadcasting production facilities.

Prerequisite(s): ADV1622
Corerequisite(s):none

ADV1638 Advertising in Practice I

Students apply theory to practice. Using learning contracts, students work on areas of interest including independent projects, and working with the student run advertising agency (DIG), the Algonquin Times (newspaper/website/SM/events, SLiDE (marketing department for the Algonquin College social innovation lab), or Glue (digital magazine/website/SM/events). Students assume responsibility for the development of projects from conceptualization to completion.

Prerequisite(s): none
Corerequisite(s):none

ADV1639 Switching on Your Right Brain

Students develop important skills in group dynamics, problem solving and creative thinking. Students explore various techniques that allow them to work effectively in teams, generate ideas and apply them to real-life problem solving situations.

Prerequisite(s): none
Corerequisite(s):none

ADV1641 Strategy and Media Toolkit

Students learn how to further define a target audience's demographics, psychographics, behaviour, lifestyle and media choices. Students work with a variety of media management software and databases including Vividata and ComScore, to compile market information, evaluate media plans and to make strategic recommendations.

Prerequisite(s): ADV1619

Corerequisite(s):none

ADV1645 Advertising IV

Students refine the skills and knowledge gained in developing integrated marketing communication plans. Students further develop their strategic planning skills while working on actual marketing communications challenges for a variety of business sectors.

Prerequisite(s): ADV1630 and ADV1641
Corerequisite(s):none

ADV1648 Advertising in Practice II

Students are provided an opportunity to apply theory to practice. Using learning contracts, students work on areas of interest including independent projects and working in real business units (DIG agency, Algonquin Times, SLiDE, Glue). Students assume responsibility for the development of projects from conceptualization to completion.

Prerequisite(s): ADV1638
Corerequisite(s):none

ADV1656 Advertising V

Students enhance their creative product. By crafting voice, strategy and audience definition, advertising concepts are prepared for a variety of target audiences. Critical application of visual communication and creative copywriting allows students to hone their own advertising creative skill.

Prerequisite(s): ADV1645
Corerequisite(s):none

ADV1659 Motion Storytelling

Students receive real-life experience strategizing, conceptualizing, writing, and scripting branded content that surprises, engages and delights. Working in teams, they learn the power and importance of collaboration as they create compelling, persuasive stories that not only move on the screen, but move their target audiences to action.

Prerequisite(s): ADV1634
Corerequisite(s):none

ADV1665 Advertising VI

Students focus on how international differences in culture, consumer behaviour, and media affect global marketing communications strategies. Students delve into concepts of culture, and then see how those influence everything from branding and positioning strategies to creative execution and media coordination. In addition, various approaches to the management of international campaigns are examined. Two major projects allow students to zero in on cultures in foreign markets and make recommendations for global brands.

Prerequisite(s): ADV1656
Corerequisite(s):none

ADV1676 Branding

Since the early days of advertising, a strong brand has been a major factor in the overall success of many marketers. The history of branding and the various brand strategies are covered. Students learn to develop brand personality and manage a brand. Innovative cases in branding are also discussed.

Prerequisite(s): ADV1687
Corerequisite(s):none

ADV1678 Ad Studio

Students enhance their knowledge of graphic design and visual communications techniques, and build on software program techniques. Specifically, Adobe InDesign and Photoshop are explored in depth to enable students to complete a series of projects integrating concepts and software learning. Students also learn how advertising agency creative departments function within the agency.

Prerequisite(s): ADV1602
Corerequisite(s):none

ADV1679 How Consumers Get to Yes

The role of behavioural studies in the marketing/advertising process is introduced. Psychological factors that affect consumer buying processes are explored.

Prerequisite(s): none
Corerequisite(s):none

ADV1680 Advertising Design

Students enhance their knowledge of graphic design principles and software tools. The vector art drawing program, Adobe Illustrator, is introduced and practised thoroughly. Students also research and build awareness of successful advertising design, and meet in an advertising agency studio setting, applying their skills in design principles, InDesign, Illustrator and Photoshop to create a variety of projects, including effective, dynamic advertising creative solutions.

Prerequisite(s): ADV1678
Corerequisite(s):none

ADV1684 Creating Hype

Students learn a variety of ways of communicating with consumers beyond advertising. Focus is placed on the roles of social media, public relations, experiential and event marketing in the marketing communications mix. Students are introduced to strategies and techniques used to engage consumers with brands, including writing for digital media. The structure and organizational elements of experiential and event planning are explored from pre-promotion through to implementation and evaluation.

Prerequisite(s): ADV1618
Corerequisite(s):none

ADV1685 Portfolio Projects (Creative)

Aspiring advertising professionals are provided the tools, feedback, and applied experience they need to strengthen their portfolios and their job-seeking prospects. Students learn how to fine-tune their work and develop projects that emphasize design, copywriting or interactive design skills that promote them in the best possible light. Industry leaders join the class to share creative insights, as well as presentation tips for getting the attention of agency and marketing department decision-makers. A good portion of class time is spent critiquing and improving students' portfolios and pitch approaches.

Prerequisite(s): none
Corerequisite(s):none

ADV1686 Portfolio Projects (Business)

Aspiring advertising professionals are provided the tools, feedback, and applied experience they need to strengthen their portfolios and their job-seeking prospects. Students learn how to fine-tune their work and develop projects that emphasize marketing, client services, and research for IMC skills that promote them in the best possible light. Industry leaders join the class to share

creative and strategic insights, as well as presentation tips for getting the attention of agency and marketing department decision-makers.

Prerequisite(s): none
Corerequisite(s):none

ADV1687 Push and Pull

Students learn a variety of ways to communicate with consumers beyond advertising. Focus is placed on the roles of sales promotions and direct marketing in the marketing communications mix. Students examine consumer and trade promotions techniques and how they contribute to the effectiveness of an integrated marketing communications campaign. Direct response and interactive advertising techniques, such as audience targeting, message design and creation, and message-delivery methods are also discussed and practised.

Prerequisite(s): ADV1684
Corerequisite(s):none

ADV1688 Portfolio Presentation (Creative)

Information and guidance required to build a more professional product is provided. Changing trends, market developments, and key components of a creative portfolio from structure, format and content through to final presentation are considered. Students plan, implement, edit and present their creative concepts and visuals.

Prerequisite(s): ADV1685 or ADV1686
Corerequisite(s):none

ADV1689 Portfolio Presentation (Business)

Information and guidance required to build a more professional way of presenting work is provided. Changing trends and market developments are key components of a portfolio of work that emphasizes business skills. Students are able to plan, implement, edit and present their plans and strategic thinking abilities.

Prerequisite(s): ADV1685 or ADV1686
Corerequisite(s):none

ADV1691 Professional Practice

Attitude, communication and human relations are the key to surviving in the ever-changing world of advertising. Students are prepared for workplace success by providing them with practical expectations and useful tools to make a successful transition from school to workplace. Self-management, workplace politics and etiquette, building relationships and tools for the future are discussed.

Prerequisite(s): none
Corerequisite(s):none

ADV1695 Advertising I

Students explore the evolution and development of advertising in North America in a social, historical, economic and cultural context. The historical context is brought to the present day with current examples and cases of the modern advertising industry.

Prerequisite(s): none
Corerequisite(s):none

ADV1696 Researching for Insight

Students examine how marketers and advertisers gain information about the marketplace and how they apply their findings to decision making. The basic principles of market research and their

application to advertising campaigns are introduced. Students learn to establish the validity of independent studies and how to develop questionnaires for quantitative research.

Prerequisite(s): none
Corerequisite(s):none

ADV1697 Insights and Strategy

Finding a way to make a product or a company connect with the consumer is not easy. Account Planning is the research process for uncovering consumer insight. Students learn a variety of qualitative techniques used to uncover how to see the world through their customers' eyes - leading to more meaningful marketing decisions.

Prerequisite(s): ADV1679
Corerequisite(s):none

ADV1698 Field Work Preparation

Students develop the tools and skills necessary to confidently apply to field work positions. Students meet individually with faculty to discuss their work aspirations, and to be coached on performance and presentation.

Prerequisite(s): ADV1656 and ADV1676
Corerequisite(s):none

ADV1699 Cases in Advertising

Students complete cases and problems dealing with the management of advertising and promotional programs; media and creative strategies; consumer, retail, industrial and public service applications.

Prerequisite(s): none
Corerequisite(s):none

ADV1701 Web Techniques

Students are introduced to basic web design and development tools. They learn and practise UX design principles while developing webpages and sites. Current programming tools and software are introduced to augment learning.

Prerequisite(s): none
Corerequisite(s):none

ADV1702 Niche Marketing

In successful marketing, you need to be able to identify niche markets and understand the unique characteristics these industries or markets. Students explore the world of government, non-profit, sports and entertainment, small business and tourism and learn how to develop communication strategies for these facets of the industry.

Prerequisite(s): none
Corerequisite(s):none

ADV1703 Art Direction

Students gain an understanding of the roles, theory, and methods of advertising art direction and the practice of generating and shaping creative executions of advertising creative concepts. The role of an advertising art director as the professional responsible for the visual shape of a brand's personality is emphasized. Students put their new understanding of the art direction role to use, creating a portfolio-worthy advertising execution.

Prerequisite(s): ADV1680

Corerequisite(s):none

ADV1704 Clients and Contracts

Students interested in pursuing a career in client services learn more about the process of client communication, project administration and negotiation with suppliers. Timekeeping, estimating and invoicing are discussed.

Prerequisite(s): none
Corerequisite(s):none

ADV1705 Motion Graphics

Students explore software and techniques used to create rich, interactive messages on mobile devices. Students also explore emerging programs that help bring traditionally static communications alive on mobile devices. Students suggest and explore additional motion graphics topics.

Prerequisite(s): none
Corerequisite(s):none

ADV1706 Project Management and Production

Students learn the difference between project managers, producers and production managers in the advertising and communications industry. They receive practical experience in the role of planning, managing and producing a project while learning the skills of an effective project leader. Students receive guidance through every stage of project development within large and small projects and from initial idea through to delivery of the final product.

Prerequisite(s): none
Corerequisite(s):none

ADV1707 Creative Entrepreneurship

Students focus on enhancing their conceptual, writing, and design skills in a wide variety of genres that are most sought after by those looking to hire freelancers and consultants. Students also learn the necessary skills for building their personal brand to help them succeed as small business practitioners. Networking, cost estimating, invoicing, and tax implications will also be covered.

Prerequisite(s): ADV1659
Corerequisite(s):none

ADV1708 Digital Marketing Execution and Analytics

Students gain further knowledge of how to develop and execute digital marketing strategies including online advertising, social media and search campaigns. They learn how to implement digital marketing strategies through hands-on projects using online tools and resources, as well as how to effectively evaluate them using evaluation methodologies and digital analytics.

Prerequisite(s): ADV1709
Corerequisite(s):none

ADV1709 Digital Marketing Strategy

Digital marketing, which includes the use of the Internet, social media, search, apps, gaming and other emerging platforms and techniques, is an important component of most marketing communications plans. Students learn how to use these powerful communication tools and integrate them seamlessly into their communications strategies. Students are also introduced to website analytics and other digital evaluation methods to gauge campaign success.

Prerequisite(s): ADV1630
Corerequisite(s):none

ADV1710 Media Planning Strategy

Students study and practise the development of a media strategy including media objectives, strategy and tactics, blocking chart development and evaluation metrics. They learn research techniques in order to drive audience insight and media usage, as well as vehicle recommendations. The planning and buying of digital and emerging media campaigns is emphasized.

Prerequisite(s): ADV1619
Corerequisite(s):none

ADV1711 Field Work

Students complete practical work experiences in advertising sales, creative services, management, and research with advertisers, agencies, media or auxiliary services.

Prerequisite(s): none
Corerequisite(s):none

ENL1813M Communications I

Communication remains an essential skill sought by employers, regardless of discipline or field of study. Using a practical, vocation-oriented approach, students focus on meeting the requirements of effective communication. Through a combination of lectures, exercises, and independent learning, students practise writing, speaking, reading, listening, locating and documenting information, and using technology to communicate professionally. Students develop and strengthen communication skills that contribute to success in both educational and workplace environments.

Prerequisite(s): none
Corerequisite(s):none

ENL2011 Presentation Skills

Students develop, practise and refine oral presentation skills. Through individual and small group presentations, students demonstrate effective delivery techniques and successful incorporation of audio-visual aids into a persuasive presentation.

Prerequisite(s): none
Corerequisite(s):none

GED1456 General Education Elective

Students choose one course, from a group of general education electives, which meets one of the following five theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, Personal Understanding, and Science and Technology.

Prerequisite(s): none
Corerequisite(s):none

MGT8100 Career and College Success Skills

To succeed at college, in the workforce, and in the community, we must adapt to changing environments, manage our time effectively, study efficiently, think independently and make difficult decisions. At the same time, we are often required to collaborate and cooperate with others, make use of available resources and services, cope with pressure and take responsibility for our learning and actions. Through discussions, assignments, and group work, students develop and apply these skills in a supportive and collaborative learning environment.

Prerequisite(s): none
Corerequisite(s):none

