

Area of Interest: Business

## Advertising and Marketing Communications Management

Ontario College Advanced Diploma  
3 Years  
Ottawa Campus

Academic Year: 2020/2021  
Program Code: 1456X01FWO

### 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 conceptualizing, 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 issues 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, social media channels, events and apps
- DIGG - 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 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
ADV1616	Persuasion	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
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
<b>Choose one from equivalencies: Courses</b>		<b>Hours</b>
GED1456	General Education Elective	42.0
<b>Level: 03 Courses</b>		<b>Hours</b>
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
<b>Level: 04 Courses</b>		<b>Hours</b>
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
<b>Level: 05 Courses</b>		<b>Hours</b>
ADV1656	Advertising V	42.0
ADV1676	Branding	42.0
<b>Elective: MUST choose one Courses</b>		<b>Hours</b>
ADV1685	Portfolio Projects (Creative)	28.0
ADV1686	Portfolio Projects (Business)	28.0
ADV1701	Web Techniques	42.0
ADV1708	Digital Marketing Execution and Analytics	42.0
ADV1702	Niche Marketing	42.0
ADV1703	Art Direction	42.0
ADV1704	Clients and Contracts	42.0
ADV1705	Motion Graphics	42.0
ADV1706	Project Management and Production	42.0
ADV1707	Creative Entrepreneurship	42.0
<b>Level: 06 Courses</b>		<b>Hours</b>
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
<b>Elective: choose 1 Courses</b>		<b>Hours</b>
ADV1688	Portfolio Presentation (Creative)	21.0
ADV1689	Portfolio Presentation (Business)	21.0

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 Macintosh 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 printouts of creative work. Although the program aims to minimize this expense, students are advised to plan for this additional outlay.

## **Admission Requirements for the 2021/2022 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.

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.

## **Admission Requirements for 2020/2021 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).
- International applicants must provide proof of the subject specific requirements noted above along with proof of either: (IELTS / TOEFL) 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.
- Applicants with international transcripts must provide proof of the subject specific requirements noted above and may be required to provide proof of language proficiency.

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  
Email: <mailto:AskUs@algonquincollege.com>

**Additional Information**

Programs at Algonquin College are Bring Your Own Device (BYOD). To see the BYOD requirements for your program, please visit: <https://www7.algonquincollege.com/byod/>.

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.

For more information, please contact Karen Kavanagh, Program Coordinator, at 613-727-4723 ext. 5818 or <mailto:kavanak@algonquincollege.com>.

## **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

### **ADV1616 Persuasion**

Students are introduced to the various techniques used in persuasive communications from propaganda to source credibility.

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

### **ADV1618 The Marketing Concept**

An introduction to marketing concepts, the role of marketing departments, marketing, and 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 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 (DIGG), the Algonquin Times (newspaper/website/SM/events) or SLiDE (marketing department for the Algonquin College social innovation lab). 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 (DIGG agency, Algonquin Times, glue, SLiDE). 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, 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 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, research for IMC 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 decision-makers.

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

### **ADV1687 Push and Pull**

Students learn a variety of ways of communicating 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 the 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 method 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, from larger 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, mobile, social media, search, 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, integrate them seamlessly into their communications strategy, and track website analytics to gauge success.

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

**ADV1710 Media Planning Strategy**

Students study and practice 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 and 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, practice 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