

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**

## Unleash your creativity and unlock the potential of marketing communications.

The three-year Advertising and Marketing Communications Management Ontario College Advanced Diploma program prepares you to take your career into many industries. By combining marketing theory and creative messaging, this industry-respected program enables you to develop skills in campaign planning, idea conceptualization, copywriting, and advertising design. You also develop integrated marketing communications strategies by 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. Class projects work on real advertising and marketing communications opportunities with industry 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, eNewsletters, social media channels, and events.
- DIG: the student-run ad agency where every client has a unique problem to be solved.
- SLiDE: the marketing department for the College's social innovation lab that works with entrepreneurs and social enterprises.

This 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 tour select advertising and marketing agencies in Canadian hubs like Montreal or 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 experience a step further with a six-week field placement within the advertising and marketing communications industries. This experience applies your program learning to help you succeed in this fast-paced and ever-evolving industry.

There are many job opportunities for graduates of this program. You may find employment with advertising agencies or any organization that has a marketing, communications, media, or promotions department. You might even launch your own marketing communications company.

#### **SUCCESS FACTORS**

## This program is well-suited for students who:

- Are creative, show initiative, and are curious.
- Can work in fast-paced environments, where it is critical to juggle multiple priorities and full workloads.
- Are disciplined in their studies.
- Have strong interpersonal skills.



- Have an interest in the art of communication and persuasion.
- Enjoy problem solving in a team environment.

## **Employment**

Graduates may find employment in agency or marketing department entry-level roles such as junior account executive, account coordinator, marketing coordinator, media coordinator, digital marketer, content marketer, copywriter, and junior designer.

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
ADV1001	Advertising 1: Advertising in Society	42.0
ADV1003	Switching on Your Right Brain	42.0
ADV1601	Advertising Design 1	42.0
ADV1618	The Marketing Concept	42.0
ADV1679	Consumer Behaviour	42.0
ENL1813M	Communications 1	42.0
MGT8100	Career and College Success Skills	42.0
Level: 02	Courses	Hours
ADV1602	Advertising Design 2	42.0



ADV1619	Media Buying and Selling	42.0
ADV1622	Copywriting 101	28.0
ADV1623	Advertising 2: Introduction to Marketing Communications	42.0
ADV1696	Marketing Research Fundamentals	28.0
ENL2031	Persuasive Presentation Skills	42.0
Choose one from equivalencies	: Courses	Hours
GED1456	General Education Elective	42.0
Level: 03	Courses	Hours
ADV1008	Social Media, Events, and Experiential Marketing	42.0
ADV1630	Advertising 3: Strategic Marketing Communications	56.0
ADV1634	Writing for Audio	28.0
ADV1638	Advertising in Practice 1	28.0
ADV1641	Strategy and Media Toolkit	28.0
ADV1678	Advertising Design 3	42.0
ADV1710	Media Planning Strategy	42.0
Level: 04	Courses	Hours
ADV1004	Sales Promotion, Direct Marketing, and Public Relations	42.0
ADV1004 ADV1645	Sales Promotion, Direct Marketing, and Public Relations  Advertising 4: Advanced Marketing Communications	42.0 42.0
ADV1645	Advertising 4: Advanced Marketing Communications	42.0
ADV1645 ADV1648	Advertising 4: Advanced Marketing Communications  Advertising in Practice 2	42.0 28.0
ADV1645 ADV1648 ADV1659	Advertising 4: Advanced Marketing Communications  Advertising in Practice 2  Motion Storytelling	42.0 28.0 28.0
ADV1645 ADV1648 ADV1659 ADV1676	Advertising 4: Advanced Marketing Communications  Advertising in Practice 2  Motion Storytelling  Branding	42.0 28.0 28.0 42.0
ADV1645 ADV1648 ADV1659 ADV1676 ADV1680	Advertising 4: Advanced Marketing Communications  Advertising in Practice 2  Motion Storytelling  Branding  Advertising Design 4  Digital Marketing Strategy	42.0 28.0 28.0 42.0 42.0
ADV1645 ADV1648 ADV1659 ADV1676 ADV1680 ADV1709	Advertising 4: Advanced Marketing Communications  Advertising in Practice 2  Motion Storytelling  Branding  Advertising Design 4  Digital Marketing Strategy	42.0 28.0 28.0 42.0 42.0 56.0
ADV1645 ADV1648 ADV1659 ADV1676 ADV1680 ADV1709 Choose one from equivalencies	Advertising 4: Advanced Marketing Communications  Advertising in Practice 2  Motion Storytelling  Branding  Advertising Design 4  Digital Marketing Strategy  Courses	42.0 28.0 28.0 42.0 42.0 56.0
ADV1645 ADV1648 ADV1659 ADV1676 ADV1680 ADV1709 Choose one from equivalencies GED1456	Advertising 4: Advanced Marketing Communications  Advertising in Practice 2  Motion Storytelling  Branding  Advertising Design 4  Digital Marketing Strategy  Courses  General Education Elective	42.0 28.0 28.0 42.0 42.0 56.0 <b>Hours</b>
ADV1645 ADV1648 ADV1659 ADV1676 ADV1680 ADV1709 Choose one from equivalencies GED1456 Level: 05	Advertising 4: Advanced Marketing Communications  Advertising in Practice 2  Motion Storytelling  Branding  Advertising Design 4  Digital Marketing Strategy  Courses  General Education Elective  Courses	42.0 28.0 28.0 42.0 42.0 56.0 Hours 42.0 Hours
ADV1645 ADV1648 ADV1659 ADV1676 ADV1680 ADV1709 Choose one from equivalencies GED1456 Level: 05 ADV1007	Advertising 4: Advanced Marketing Communications  Advertising in Practice 2  Motion Storytelling  Branding  Advertising Design 4  Digital Marketing Strategy  Courses  General Education Elective  Courses  Researching for Insights and Strategy	42.0 28.0 28.0 42.0 42.0 56.0 Hours 42.0 Hours
ADV1645 ADV1648 ADV1659 ADV1676 ADV1680 ADV1709 Choose one from equivalencies GED1456 Level: 05 ADV1007 ADV1656	Advertising 4: Advanced Marketing Communications  Advertising in Practice 2  Motion Storytelling  Branding  Advertising Design 4  Digital Marketing Strategy  Courses  General Education Elective  Courses  Researching for Insights and Strategy  Advertising 5: Creative Strategy and Execution in Marketing Communications  Professional Practice and Career Preparation	42.0 28.0 28.0 42.0 42.0 56.0 Hours 42.0 Hours 42.0
ADV1645  ADV1648  ADV1659  ADV1676  ADV1680  ADV1709  Choose one from equivalencies  GED1456  Level: 05  ADV1007  ADV1656  ADV1691	Advertising 4: Advanced Marketing Communications  Advertising in Practice 2  Motion Storytelling  Branding  Advertising Design 4  Digital Marketing Strategy  Courses  General Education Elective  Courses  Researching for Insights and Strategy  Advertising 5: Creative Strategy and Execution in Marketing Communications  Professional Practice and Career Preparation	42.0 28.0 28.0 42.0 42.0 56.0 Hours 42.0 Hours 42.0 42.0



Elective 2: MUST choose on	e Courses	Hours
ADV1005	Web Techniques and Motion Graphics	42.0
ADV1708	Digital Marketing Execution and Analytics	42.0
Elective 3: MUST choose on	e Courses	Hours
ADV1702	Niche Marketing	42.0
ADV1703	Art Direction	42.0
Elective 4: MUST choose on	e Courses	Hours
ADV1006	Clients, Contracts, and Project Management	42.0
ADV1009	Entrepreneurship	42.0
Level: 06	Courses	Hours
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ADV1010	Field Placement Preparation	14.0
ADV1010 ADV1605	Field Placement Preparation  Trendspotting	14.0 14.0
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ADV1605	Trendspotting	14.0
ADV1605 ADV1665	Trendspotting  Advertising 6: International Marketing Communications	14.0
ADV1605 ADV1665 ADV1699	Trendspotting  Advertising 6: International Marketing Communications  Cases in Advertising	14.0 28.0 14.0
ADV1605 ADV1665 ADV1699 ADV1711	Trendspotting  Advertising 6: International Marketing Communications  Cases in Advertising  Field Placement	14.0 28.0 14.0 140.0
ADV1605 ADV1665 ADV1699 ADV1711 Elective: choose 1	Trendspotting  Advertising 6: International Marketing Communications  Cases in Advertising  Field Placement  Courses	14.0 28.0 14.0 140.0 <b>Hours</b>

## Fees for the 2024/2025 Academic Year

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

Further information on fees can be found by visiting the Registrar's Office website at  $\frac{\text{https://www.algonquincollege.com/ro}}{\text{otherwise}}$ .

Fees are subject to change.

Additional program related expenses include:

- Books and supplies cost approximately \$200.
- You must have a laptop for this program. Any size of Apple MacBook laptop is strongly recommended.
- Additional Bring Your Own Device (BYOD) information is found under the Additional Information tab of the program webpage.

## Admission Requirements for the 2025/2026 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



- 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 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; Duolingo English Test (DET) Overall 115, minimums of 115 in Literacy and 90 in Production.

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

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 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.



#### 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.

## **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 <a href="https://www.ontariocolleges.ca/">https://www.ontariocolleges.ca/</a>.

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: <a href="https://www.algonquincollege.com/ro">https://www.algonquincollege.com/ro</a>

#### **Additional Information**

This program has field placement component that must be completed in order to graduate. Finding and securing an approved field placement is a shared responsibility. Your faculty and field placement 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**

#### **ADV1001 Advertising 1: Advertising in Society**

Understanding how advertising works within and contributes to society is a foundation for working



in the industry. Students explore the evolution and development of advertising in North America in social, cultural, technological contexts, and more. Students examine how advertising agencies and marketing departments operate. The historical context is brought to the present day with current examples and cases of the modern marketing communications industry.

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

## **ADV1003 Switching on Your Right Brain**

Right-brain thinking unlocks the creative and intuitive powers of the mind. Students embark on a transformative journey to develop vital skills in creative thinking, problem-solving, and group brainstorming. Through discussions and hands-on projects, students delve into a diverse range of techniques to cultivate idea generation and to practise strategies for brainstorming creative approaches in advertising.

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

#### **ADV1004 Sales Promotion, Direct Marketing, and Public Relations**

Successful marketing communications campaigns often rely on more than just advertising. To round out their knowledge of the marketing communications mix, students examine sales promotion, direct marketing, and public relations. Students explore consumer and trade promotions tactics, the foundations of public relations, and direct marketing techniques to attract their audiences' attention. Hands-on projects and case studies provide students with opportunities to think critically and develop engaging campaigns.

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

#### **ADV1005 Web Techniques and Motion Graphics**

Websites and motion graphics can transform digital experiences into immersive journeys. Students develop essential skills in web design, user experience principles, and motion graphics as they explore websites and other digital platforms. Learning culminates as students build a website with interactive elements.

Prerequisite(s): ADV1680 Corerequisite(s):none

#### **ADV1006 Clients, Contracts, and Project Management**

The strength of any project is amplified when it is well-planned and effectively managed. Students dig into topics such as client and supplier management, project teamwork, production, project management, and invoicing. Students plan, manage, and produce a project while practicing the skills of an effective project leader. A culminating assignment provides students with practical experience from initial ideation through to the delivery of a final project.

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

## **ADV1007 Researching for Insights and Strategy**

Mastering the art of connecting with consumers is no small feat. Research is a powerful process that can be used to uncover insights and make informed decisions. Students learn a variety of qualitative research techniques to help unearth consumer preferences, needs, and behaviour, ultimately to inform advertising strategy. Individual and team project work is fueled by media management software and databases.

Prerequisite(s): ADV1641 and ADV1645

Corerequisite(s):none



#### ADV1008 Social Media, Events, and Experiential Marketing

Creating hype beyond advertising can be an integral part of a marketing communications campaign. Students discover how to elevate marketing communications by incorporating social media, experiential marketing, and events into campaigns to engage consumers. Students gain practical experience applying their knowledge and skills by working with an industry client to achieve their marketing goals.

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

#### **ADV1009 Entrepreneurship**

Becoming an entrepreneur can be an empowering option for marketing communications professionals. Students explore topics relevant to consultants and freelancers such as business design, networking, contracting, estimating/billing, self-promotion and branding. Students also investigate strategic and/or creative skills that are most sought after by those looking to hire consultants and freelancers. With guidance from industry professionals, students tackle a variety of activities and projects including the development of a personal brand to help them succeed as a small business owner.

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

#### **ADV1010 Field Placement Preparation**

Unlocking the full potential of field placement requires preparation and focus. Students develop the tools and skills necessary to confidently apply to field placements. Students meet individually with faculty to discuss their work aspirations and to be coached on preparation and presentation to prospective field placement hosts.

Prerequisite(s): ADV1685 and ADV1691 or ADV1686 and ADV1691

Corerequisite(s):none

## **ADV1601 Advertising Design 1**

It's critical for advertising and marketing professionals to have a solid understanding of basic design principles. Students explore best practices for design. They begin to discover the suite of professional design tools used to create ads and marketing materials. Students create a variety of print and digital ads as they learn to enter, edit, and manipulate text and graphics while using these tools.

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

#### **ADV1602 Advertising Design 2**

The ability to captivate audiences with impactful visual elements relies on a strong grasp of design principles. Students continue to apply best practices for design as they use industry-standard software to delve deeper into layout and production. In-class discussions and practice help students deepen their knowledge of graphic design rules. Students use design tools and techniques to execute a variety of large and small advertising projects.

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

#### **ADV1605 Trendspotting**

In an ever-changing world, it is important for marketers to learn how to spot emerging trends in the industry and global culture. Students identify and report on major social and technological trends to examine their impact on marketing communications. By leading peer discussions and conducting secondary research, students hone their trendspotting and critical thinking skills.



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

#### **ADV1618 The Marketing Concept**

Marketing is the process of driving interest in a company's products or services. Students examine basic marketing concepts and the function of marketing. While students explore the entire marketing process, emphasis is placed on areas relevant to marketing communications. Through the development of a marketing plan for a new product, students apply marketing concepts to bring their ideas to life.

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

#### **ADV1619 Media Buying and Selling**

The medium in which an advertisement appears is just as important as the ad's message. Students explore key elements within a media strategy, including media objectives, media and vehicle selection, and blocking charts. Using industry tools and rate cards, students examine how to estimate the cost of paid media including print, broadcast, out-of-home, and digital media. Students consider the media sales process and basic selling skills in relation to media buying. Learning culminates with the creation of a foundational media plan.

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

#### **ADV1622 Copywriting 101**

Effective copywriting and creativity are at the core of advertising. Students expand their conceptual thinking to write creative and compelling copy for print, out of home, and digital ads. By exploring a variety of techniques, students craft ads to surprise, engage, and delight their audience.

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

#### **ADV1623 Advertising 2: Introduction to Marketing Communications**

To be a successful marketer, it is critical to understand the essentials of how to craft marketing communications campaigns. Building on foundational concepts in marketing, students examine the marketing communications process, tools, and strategies. Through a client case study project, students work in teams to develop an integrated marketing communications (IMC) plan that tackles a problem or opportunity.

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

## **ADV1630 Advertising 3: Strategic Marketing Communications**

A core skill of advertisers is the ability to build and present a comprehensive integrated marketing communications (IMC) plan effectively. Strategic thinking ignites when students connect pieces of a plan together to achieve client objectives. Students look at elements of campaign planning in more detail such as marketing communications mix integration, additional approaches to creative strategy, and tactical planning. Students demonstrate skills through individual and team activities, culminating in an integrated marketing communications plan for a real-life client.

Prerequisite(s): ADV1619 and ADV1623

Corerequisite(s):none

#### **ADV1634 Writing for Audio**

Words, sound effects, and music can be combined to influence emotions, attitudes, and behaviors.



Students explore audio in marketing communications such as radio ads and podcasts. By dissecting these channels? advantages and opportunities for advertisers and copywriters alike, students think critically about writing for audio and begin to hone their craft. Students write creative audio ads and examine the world of podcasting through hands-on projects.

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

#### **ADV1638 Advertising in Practice 1**

Applying theory to practice is essential to the development of industry-ready skills. Through business units like the Algonquin Times (the College's online newspaper), SLiDE (the marketing department for the College's social innovation lab), DIG Agency (the student-run advertising agency), and other internal projects, students develop initiatives from conceptualization to completion.

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

## **ADV1641 Strategy and Media Toolkit**

Marketers can harness the power of media tools to define a target audience and help shape strategy. Students work with a variety of media management software and databases to investigate consumer segmentation, evaluate media plans, and make strategic recommendations. Students explore media tools through individual and team assignments.

Prerequisite(s): ADV1619 and ADV1679

Corerequisite(s):none

## **ADV1645 Advertising 4: Advanced Marketing Communications**

In a highly competitive marketplace, it is essential to have a cohesive and optimized integrated marketing communications (IMC) plan. Students refine their skills and knowledge by applying advanced concepts in insights-gathering, creative strategy development, and campaign measurement. Emphasis is placed on building strategic and measurable tactical plans. Learning is cultivated through activities including case studies, critical analysis, and a culminating industry client team project plan and presentation.

Prerequisite(s): ADV1630 and ADV1641

Corerequisite(s):none

#### **ADV1648 Advertising in Practice 2**

Strengthening skills and building confidence in the workplace can be achieved through practice and hands-on experience. Through business units like the Algonquin Times (the College?s online newspaper), SLiDE (the marketing department for the College?s social innovation lab), DIG Agency (the student-run advertising agency), and other internal projects, students expand their roles and responsibilities. Students refine their ability to tackle real-world challenges as they continue to examine areas of interest at a deeper level.

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

## **ADV1656 Advertising 5: Creative Strategy and Execution in Marketing Communications**

An integrated marketing communications (IMC) plan is only as good as its creative. Students add to their strategic skills by enhancing their creative product. By crafting voice, strategy, and audience definition, students prepare creative concepts for a variety of target audiences. Students hone their creative skills through critical application of visual communication/ copywriting assignments and project work.

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



## **ADV1659 Motion Storytelling**

Video has the power to activate multiple senses and trigger emotion, creating strong ties with a brand's audience. Students strategize, conceptualize, and script videos to align with branded content and campaigns. Using basic video editing tools, students explore the essence of sound, sight, and storytelling to create video. Working collaboratively, students craft 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 6: International Marketing Communications**

To advertise effectively, it's vital to know how differences in culture, consumer behaviour, and media feed into and affect marketing communications for international audiences. Students delve into the concept of culture and how it influences campaign strategy, creative execution, and media coordination. Various approaches to the management of international campaigns are examined. Through major projects, students zero in on cultural diversity in marketing communications.

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

#### **ADV1676 Branding**

Branding is the heartbeat of marketing. A brand strategy differentiates one product from another and defines visual identity. When built and managed well, branding can fuel competitive advantage. Brand management is also paramount in the face of unrelenting change. Students explore the history of branding and are introduced to brand strategy and other concepts such as rebranding and brand reputation. Case discussions and project work allow students to consider how branding affects marketing communications design and strategy.

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

## **ADV1678 Advertising Design 3**

Graphic design plays a pivotal role in conveying information, evoking emotions, and shaping perceptions. Students continue to build their knowledge of graphic design and visual communications techniques by exploring layout and software to develop creative executions. Students examine how creative departments function within advertising agencies.

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

#### **ADV1679 Consumer Behaviour**

An aim of marketing communications is to influence consumer behaviour. Marketers must have a deep understanding of the buying process, including the emotions and thought processes that guide consumers' decisions. Students examine the consumer decision making process to reflect upon their own purchase decisions as well as marketing applications. Students also examine influences on consumer behaviour to discover its importance in both their personal and professional lives. Through self-reflection, case studies, and applied projects, students apply this knowledge to persuade target audiences.

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

#### **ADV1680 Advertising Design 4**

Brands and organisations use graphic communications to convey meaning and persuade audiences. Through in-class demonstrations, discussion, and critiques, students work on



campaigns, branding, and visual storytelling. Students use design software and principles, along with their creative judgement, to create and optimise marketing communications.

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

#### **ADV1685 Portfolio Projects (Creative)**

Aspiring advertising professionals showcase their creative work in a portfolio to use in job interviews and in other job-seeking endeavours. Students create original work, assess gaps, and undertake projects that add to their applied experience. Projects might emphasize design and integrated ad campaigns to promote their creative knowledge and skills in the best possible light. Students are provided the tools and feedback they need to strengthen their portfolios and fine-tune their work.

Prerequisite(s): ADV1645 and ADV1680

Corerequisite(s):none

#### **ADV1686 Portfolio Projects (Strategy)**

Aspiring advertising professionals showcase their strategic marketing communications work in a portfolio to use in job interviews and in other job-seeking endeavours. Students gather samples of their work, assess gaps, and undertake projects that add to their applied experience. Projects might emphasize marketing communications, client services, and/or research to promote their strategy-related knowledge and skills in the best possible light. Students are provided the tools and feedback they need to strengthen their portfolios and fine-tune their work.

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

## **ADV1688 Portfolio Presentation (Creative)**

Advertising professionals present their portfolios in job interviews and job prospect meetings to make an impact. Students continue to build and refine their portfolios through further feedback and guidance to present their creative work at a professional level. Finally, students plan, edit, and present their portfolio of creative concepts and visuals. Class time is spent critiquing and improving students' professional pitches.

Prerequisite(s): ADV1685 or ADV1686

Corerequisite(s):none

#### **ADV1689 Portfolio Presentation (Strategy)**

Advertising professionals present their portfolios in job interviews and job prospect meetings to make an impact. Students refine their portfolios through further feedback and guidance to present their strategic marketing communications work at a professional level. Finally, students demonstrate their strategic thinking abilities as they plan, implement, edit, and present their portfolios. Class time is spent critiquing and improving students' professional pitches.

Prerequisite(s): ADV1685 or ADV1686

Corerequisite(s):none

#### **ADV1691 Professional Practice and Career Preparation**

To successfully navigate the rapidly changing work environment and chart a path for future success, it's important to understand workplace expectations and personal aspirations. Students delve into practical tips and tools to help transition into the workplace such as goal-setting and self-awareness, workplace politics and etiquette, and networking. Through a combination of practical activities such as mentorship and role-playing, students begin to plot career paths, implement job search strategies, and model the professional practices needed to succeed in the industry.

Prerequisite(s): none



Corerequisite(s):none

## **ADV1696 Marketing Research Fundamentals**

It's critical in marketing to make decisions based on evidence, not opinion. Marketing research is the process of collecting and analyzing data that can inform and give credibility to marketing communications. Students familiarize themselves with the basic principles of research and its application to campaigns. Students explore the research process with a focus on quantitative methods. Individual and project work help bring learning to life.

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

#### **ADV1699 Cases in Advertising**

Real-world examples are invaluable to developing an in-depth understanding of advertising in practice. Students examine how campaigns are designed, implemented, and evaluated through case studies. Campaign objectives, creative strategy, and media are amongst the concepts investigated. Students analyze and evaluate marketing communications for a variety of audiences.

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

#### **ADV1702 Niche Marketing**

The ability to promote products and services to small, specific and well-defined audiences can lead to higher customer satisfaction, brand loyalty, and profitability. Students examine the unique characteristics of marketing within government, business-to-business, not-for-profits, and other markets to successfully develop tailored communication strategies. By exploring additional facets of niche marketing like personas and geotargeting, students create hyper-targeted campaigns. Through case studies, guest speakers, and industry clients, students flex their knowledge in a variety of hands-on projects.

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

#### **ADV1703 Art Direction**

The advertising art director is responsible for shaping the visual identity of brands and creating impactful advertising campaigns that capture attention. Through in-class lectures, discussions, and projects, students explore and practise the art direction role. Students harness the power of typography, photography, illustration, and more as they design ads and critique advertising creative.

Prerequisite(s): ADV1680 Corerequisite(s):none

## **ADV1708 Digital Marketing Execution and Analytics**

The ability to execute and analyze digital marketing is a highly sought-after skill. Students develop and execute digital marketing strategies and tactics, including search engine marketing, websites, gamification, and social media. Students practice campaign evaluation by exploring various digital analytics tools. In collaborative teams, students develop a digital marketing campaign for an industry client.

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

#### **ADV1709 Digital Marketing Strategy**

Digital marketing is a vital part of today's integrated marketing communications mix. Students examine both the importance and core elements of digital strategies such as websites, social



media, online advertising, and email. Students explore basic website analytics and other digital evaluation tools to gauge campaign success. Working in teams, students build a digital marketing campaign for an industry client.

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

#### **ADV1710 Media Planning Strategy**

An effective media plan ensures the target audience sees advertising at the right time and in the right place. Students build on their media buying knowledge to develop a comprehensive media plan, including media objectives, strategy and tactics, blocking charts, and evaluation metrics. Using research techniques to uncover audience insights and media usage, students craft media vehicle recommendations. Emphasis is placed on the planning and buying of digital media.

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

#### **ADV1711 Field Placement**

Field placement is a transformative experience where theory and practical skills collide, sparking a journey of personal and professional growth. Students complete practical work experience in areas such as advertising strategy, creative services, and account management in marketing departments, agencies, media, or other industry services. Throughout their six-week field placement, students seize real-life opportunities to apply and hone their new-found skills in the workplace.

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

#### **ENL1813M Communications 1**

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

#### **ENL2031 Persuasive Presentation Skills**

A strong marketer uses a presentation as an opportunity to persuade. Students learn key principles of persuasive communication and apply them in the context of marketing presentations. They craft compelling and visually engaging presentations by understanding audience needs, building credibility, and using storytelling techniques. Through individual and small group presentations, as well as role-play, students gain the confidence and expertise to deliver persuasive presentations that capture attention and influence decisions.

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



#### **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