

Area of Interest: Creative Media and Communications

## Bachelor of Digital Marketing Communication (Honours) (Co-op) Pathway for Public Relations

Honours Degree

Program Code: 6450B03FWO

4 Years

Ottawa Campus

### Our Program

The four-year Bachelor of Digital Marketing Communication (Honours) degree provides students with a foundation in digital storytelling and digital technology, allowing them to effectively craft a message for a target audience and to create a communications plan to disseminate this message.

Eligible graduates of the Public Relations Ontario College Diploma program can apply to this pathway program and receive credit for up to 11 courses in the degree, reducing the time to degree completion to 3 years.

Students gain theoretical and practical knowledge regarding media channel selection, digital storytelling, marketing communications research, digital analytics and global communications. The program utilizes case studies and fieldwork to provide opportunities for students to practice the newly-acquired skills in a real-world context. Additionally, students conduct marketing research, utilize digital analytics and marketing research to make decisions and craft communications plans for clients within the classroom setting.

Students also gain real-world experience through a paid co-operative education (co-op) work term(s) (see Additional Information for more details). Please note that places in the co-op work term(s) are subject to availability and academic eligibility. Please note admission to a co-op program does not guarantee a co-op placement.

Graduates may seek employment in media and communications departments within government, non-profit organizations, associations, advertising and digital agencies as well as private corporations. They may work in areas such as journalism, advertising, public relations, marketing communications, professional writing and social media.

### SUCCESS FACTORS

This program is well suited for students who:

- Are passionate about understanding and working with the cultural differences inherent in the global marketplace.
- Possess critical thinking skills.
- Approach problems strategically.
- Think in innovative and creative ways to solve problems.
- Have strong interpersonal and communication skills.
- Work well both independently and in teams.
- Are comfortable with digital technology.
- Possess the traits of adaptability and curiosity.
- Believe in life-long learning.

### Employment

Graduates may find employment in media and communications industries that develop international business opportunities or work with global partners. Organizations may include governments, non-profit organizations, associations, international media, advertising and digital agencies, marketing communications departments in private corporations, as well as entrepreneurship and freelance opportunities. Sectors may include journalism, advertising, public/media/ government relations, marketing communications, publishing and professional writing and social media.

Prospective job titles include: communications officer, communications manager, communications practitioner, communications researcher, public relations officer, public relations manager, public relations practitioner, market researcher, digital communications officer, digital communications manager, digital communications practitioner, advertising analyst, advertising buyer, advertising copywriter, and advertising researcher.

## Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Create, evaluate and improve digitally-focused communications campaigns through the use of analytics and marketing communications research.
- Craft persuasive messages specific to target audiences, adapting them to adhere to regional ethical practices and legal codes.
- Analyze multiple research inputs in order to create sound communications strategies.
- Evaluate and select media channels and tools appropriate to the audience, product, message and region.
- Develop and implement a marketing communications and media plan independently or in groups.
- Develop, manage and execute communications plans within local, national and international business contexts.
- Present, persuade and defend marketing communications and media recommendations to various stakeholders.
- Develop personal and professional strategies and plans to adapt to change and stay current within the industry.
- Engage innovatively and creatively in the decision-making process.
- 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: 03	Courses	Hours
ADV4100	Introduction to Digital Media and Communications	42.0
ADV4301	Digital Analytics I	42.0
ADV4302	Digital Storytelling	42.0
ADV4303	Audience and Media Insight	42.0
GEP1001	Cooperative Education and Job Readiness	18.0
MKT4101	Marketing	42.0
PHI2000	Introduction to Research	42.0
Level: 04	Courses	Hours

ADV4400	Digital Media Buying	42.0
ADV4401	Digital Analytics II	42.0
DSN4401	Introduction to Creative Design	42.0
MKT4203	Trendspotting in a Global Environment	42.0
<b>Co-op: 01</b>	<b>Courses</b>	<b>Hours</b>
WKT4402	Bachelor of Digital Marketing Communication Co-Op Work Term I	
<b>Level: 05</b>	<b>Courses</b>	<b>Hours</b>
ADV4502	Social Media Execution and Analytics	42.0
ADV4503	Digital Technologies	42.0
ADV4505	Consumer Behaviour	42.0
<b>Elective: choose 1 Courses</b>		<b>Hours</b>
BIO2200	Botany	56.0
ECO2000	Environmental Economics	42.0
ENL2025	Interpersonal Communication	42.0
FLS3101	French as a Second Language - Beginner 1	42.0
FLS3102	French as a Second Language - Beginner 2	42.0
GEO2300	Principles of Urban Planning	56.0
LAN3101	Spanish - Beginner 1	42.0
LAN3102	Spanish - Beginner 2	42.0
LAW2014	Law	42.0
PHI2002	Ethical Decision Making	42.0
PSI2000	Navigating Canada's Political Landscape	56.0
PSY2100	Introductory Psychology	42.0
SCI2000	Environmental Science	42.0
SOC2000	Introduction to Sociology	56.0
SOC2001	Anti-Racism: Theory and Practice	42.0
<b>Co-op: 02</b>	<b>Courses</b>	<b>Hours</b>
WKT4604	Bachelor of Digital Marketing Communication Co-Op Work Term II	
<b>Level: 06</b>	<b>Courses</b>	<b>Hours</b>
ADV4600	Multicultural Communications	42.0
ADV4601	Internal Communications	42.0
ADV4603	Search Media Strategies and Tactics	42.0

MKT4602	Market Research Foundations	42.0
<b>Elective: choose 1 Courses</b>		<b>Hours</b>
CUL4000	Global Citizenship	42.0
ENL4016	World Literature	42.0
ENL4100	Creative Writing	42.0
ENL4200	New Worlds and Alternative Realities: Speculative Fiction	42.0
PHI4001	Philosophy and Popular Culture	42.0
PHI4002	The Philosophy of Drugs	42.0
PHI4003	The Philosophy of Love and Sex	42.0
PHI4004	Technology, Society and the Environment	42.0
PHY4000	Black Holes, Big Bangs and the Cosmos	42.0
<b>Co-op: 03</b>	<b>Courses</b>	<b>Hours</b>
WKT4704	Bachelor of Digital Marketing Communication Co-Op Work Term III	0.0
<b>Level: 07</b>	<b>Courses</b>	<b>Hours</b>
ADV4701	Mobile Strategies and Tactics	42.0
ADV4703	Global Communications	42.0
DSN4702	Interactive Website Design	42.0
MKT4700	Niche Marketing	42.0
<b>Elective: choose 1 Courses</b>		<b>Hours</b>
CUL4000	Global Citizenship	42.0
ENL4016	World Literature	42.0
ENL4100	Creative Writing	42.0
ENL4200	New Worlds and Alternative Realities: Speculative Fiction	42.0
PHI4001	Philosophy and Popular Culture	42.0
PHI4002	The Philosophy of Drugs	42.0
PHI4003	The Philosophy of Love and Sex	42.0
PHI4004	Technology, Society and the Environment	42.0
PHY4000	Black Holes, Big Bangs and the Cosmos	42.0
<b>Level: 08</b>	<b>Courses</b>	<b>Hours</b>
ADV4801	Global Brand and Reputation Management	42.0
ADV4802	Digital Marketing Research and Data Analytics	42.0
ADV4803	Persuasive Campaigns	42.0

BUS4800	Business and Campaign Analytics	42.0
<b>Elective: choose 1 Courses</b>		<b>Hours</b>
CUL4000	Global Citizenship	42.0
ENL4016	World Literature	42.0
ENL4100	Creative Writing	42.0
ENL4200	New Worlds and Alternative Realities: Speculative Fiction	42.0
PHI4001	Philosophy and Popular Culture	42.0
PHI4002	The Philosophy of Drugs	42.0
PHI4003	The Philosophy of Love and Sex	42.0
PHI4004	Technology, Society and the Environment	42.0
PHY4000	Black Holes, Big Bangs and the Cosmos	42.0

## 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 \$1,270 in the second year of the program, \$1,220 in the third year and \$1,220 in the fourth year.
- Students must purchase their own Macintosh laptop computer and software.

## Admission Requirements for the 2024/2025 Academic Year

### Program Eligibility

- Graduates from Public Relations Ontario College Diploma with Grade Point Averages of 2.7 are eligible to enter into Year 2, Level 03 of the degree program.

## Admission Requirements for 2023/2024 Academic Year

### College Eligibility

- Ontario Secondary School Diploma (OSSD) or equivalent.
- Mature students are applicants who have not achieved the Ontario Secondary School Diploma (OSSD) or its equivalent and who are at least 19 years of age on or before the commencement of the program in which they intend to enroll. Mature students applying for Degree programs satisfy College Eligibility by having demonstrated academic abilities equivalent to those of Ontario high school graduates, verified by successful completion of at least one full-time term at the post-secondary level (minimum five courses taken concurrently in an academic program of study).

### Program Eligibility

- Graduates from Public Relations Ontario College Diploma with Grade Point Averages of 2.7 are eligible to enter into Year 2, Level 03 of the degree program.

## Application Information

### **BACHELOR OF DIGITAL MARKETING COMMUNICATION (HONOURS)(CO-OP)** **Pathway for Public Relations** **Program Code 6450B03FWO**

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

Algonquin College has been granted consent by the Minister of Colleges and Universities to offer this applied degree for a seven-year term starting September 17, 2019. The College shall ensure that all students admitted to the above-named program during the period of consent have the opportunity to complete the program within a reasonable timeframe.

### **CO-OP INFORMATION:**

Co-operative education (Co-op) allows students to integrate their classroom learning with a real-world experience through paid work terms. Two academic terms prior to the cooperative education work term, students are required to actively participate in and successfully complete the self-directed co-op course, readiness activities and workshops.

Students must actively conduct a guided, self-directed job search and are responsible for securing approved program-related paid co-op employment. Students compete for co-op positions alongside students from Algonquin College and other Canadian and international colleges and universities. Algonquin College's Co-op Department provides assistance in developing co-op job opportunities and guides the overall process, but does not guarantee that a student will obtain employment in a co-op work term. Co-op students may be required to relocate to take part in the co-op employment opportunities available in their industry and must cover all associated expenses; e.g., travel, work permits, visa applications, accommodation and all other incurred expenses.

Co-op work terms are typically 14 weeks in duration and are completed during a term when students are not taking courses. For more information on your program's co-op level(s), visit the courses tab on your program's webpage.

International students enrolled in a co-op program are required by Immigration, Refugees and Citizenship Canada (IRCC) to have a valid Co-op/Internship Work Permit prior to commencing their

work term. Without this document International students are not legally eligible to engage in work in Canada that is part of an academic program. The Co-op/Internship Work Permit does not authorize international students to work outside the requirements of their academic program.

For more information on co-op programs, the co-op work/study schedule, as well as general and program-specific co-op eligibility criteria, please visit <https://www.algonquincollege.com/coop>.

Successful completion of all courses, including mandatory cooperative education (Co-op) Work Terms, is a requirement for graduation.

## Contact Information

### Program Coordinator(s)

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

## Course Descriptions

### ADV4100 Introduction to Digital Media and Communications

To move beyond traditional formats, students learn how digital media have transformed the ways we communicate. The transformation includes the convergence of media technologies, the blurred boundary between the producer and the user, and increasing controversies over privacy, anonymity, surveillance and copyright. Based on various theories of digital media and communications, students conduct an in-depth analysis of one digital medium. The analysis considers the roles of digital media in business practices and provides a hands-on approach to business communications challenges.

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

### ADV4301 Digital Analytics I

Digital communications technologies are an extremely important element of the marketing communications mix and the ability to track these channels and make campaign-level decisions from these results is critical. The focus is on setting tracking objectives and measurement strategies and matching those with the appropriate tools. Students learn best practices in data collection methodologies, as well as the metrics that best measure web, mobile, social and marketing channels, these metrics' limitations and how to utilize each one to gain insights into the customer experience.

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

### ADV4302 Digital Storytelling

Digital storytelling is utilized as a strategy for brand building and consumer engagement. By distinguishing digital storytelling from traditional marketing methods, students learn the importance of transforming consumers into brand advocates. Crafting digital narratives requires communications professionals to establish brand identity, deepen emotional engagement with target consumers, prioritize media platforms and measure campaign outcomes. To develop familiarity with digital storytelling, students design branding campaigns and explore the option of turning clients into brand ambassadors.

Prerequisite(s): ADV4201  
Corerequisite(s):none

### ADV4303 Audience and Media Insight

Media producers, advertisers and market consultants make recommendations and craft messages by distinguishing the audience as a target, a commodity and a participant. Conducting research and analysis helps to determine the match between media products and the audience's demographic characteristics. Students further learn to conduct research by considering the audience as a commodity for a potentially matching market. This active role requires



communication practitioners to draw insights from the audience regarding their experiences, lifestyles and views on media products

Prerequisite(s): none

Corerequisite(s):none

### **ADV4400 Digital Media Buying**

As communication and advertising practitioners create a communications plan, it is important to understand how to efficiently and effectively buy digital media. Students explore how to find and buy the right media at the right cost for the company's message. Buying online advertising, social media ads, lead generation, and other digital media channels are explored as students devise a digital media plan and budget.

Prerequisite(s): none

Corerequisite(s):none

### **ADV4401 Digital Analytics II**

Tracking the effectiveness of digital communications technologies and making inferences and recommendations from this information is critical. The focus is on the measurement tools available to evaluate the effectiveness of digital messages disseminated through paid channels such as banner advertising and social media ads. Students run tracking simulations and practice setting objectives and strategies, using various tracking tools, and relaying their results in a clear, concise and critical manner to various stakeholders.

Prerequisite(s): ADV4301

Corerequisite(s):none

### **ADV4502 Social Media Execution and Analytics**

In an increasingly digital world, companies must find and communicate with consumers online. Students develop social media calendars, craft compelling messages aimed at a brand's target audience, discuss how to monitor different social media channels and engage in real time dialogues with customers. Furthermore, students use reach, engagement and sentiment monitoring and analytics strategies to determine social media effectiveness.

Prerequisite(s): ADV4202

Corerequisite(s):none

### **ADV4503 Digital Technologies**

Digital media is an important element of a communications plan as consumers rely more and more upon online information to make decisions. Students explore the various existing and emerging media options and how to craft a compelling narrative utilizing these tools. Emphasis is placed on adapting as new technologies emerge. Students craft a media plan appropriate for the brand's strategic objectives.

Prerequisite(s): none

Corerequisite(s):none

### **ADV4505 Consumer Behaviour**

Psychological factors such as motivation, self-concept and perception have a profound influence on the buying process. Understanding how consumers make decisions and perceive the world allows communications and media practitioners to craft and distribute messages that speak to the consumer more effectively. Topics include the buying process, decision models and current trends in consumer behaviour and expectations such as mindfulness, expectation of personalization and perceptions of innovations and technology.

Prerequisite(s): MKT4101

Corerequisite(s):none



**ADV4600 Multicultural Communications**

In an increasingly multicultural environment, communications practitioners need to adapt communications campaigns to distinct domestic audiences. Students research social norms and customs and apply their findings to create multicultural campaigns that adapt the media mix, message and creative execution. The emphasis is on adapting a broad national campaign to specific multicultural audiences.

Prerequisite(s): ADV4201 and MKT4203

Corerequisite(s):none

**ADV4601 Internal Communications**

Internal communications are critical to employee engagement and organizational success. Communication professionals develop team skills, foster trust and master interpersonal communications. To craft internal messages in different formats and for different purposes, students explore a variety of theoretical frameworks and communications tools. Students also learn to build teamwork and turn crises into opportunities through effective internal communications.

Prerequisite(s): none

Corerequisite(s):none

**ADV4603 Search Media Strategies and Tactics**

As consumers research a product purchase, they often utilize a search engine to begin and refine their search for information. Being one of the first brands or websites on the list when consumers search related keywords is one of the ways that a firm can create an image of success and encourage consideration. Students explore search engine optimization and marketing strategies in order to ensure that prospective customers see the brand's website and name. Students implement best practices in website optimization and develop keyword lists, write search engine ad copy and assess analytics results.

Prerequisite(s): ADV4400

Corerequisite(s):none

**ADV4701 Mobile Strategies and Tactics**

With much of the adult population owning a cell phone, mobile marketing is becoming an increasingly important part of the marketing communications mix. Students explore various mobile media marketing options as they create and execute a mobile communications strategy that fits a brand's overall advertising and communications strategy and image. Students also evaluate the effectiveness and limitations of these communications strategies.

Prerequisite(s): none

Corerequisite(s):none

**ADV4703 Global Communications**

Combining the major skills of this program in an applied setting allows students to decipher the big picture of international communications. The emphasis is on case studies in a global environment. Students create integrated promotional campaigns that utilize mobile, search, traditional, digital and social media aimed at audiences in various regions of the world, as well as plans to measure the effectiveness of their campaigns. Students complete the first stage of a year-long capstone project demonstrating expertise in recommending dissemination strategies and developing storytelling pieces for a global brand within the paid and owned digital media space.

Prerequisite(s): ADV4302

Corerequisite(s):none

**ADV4801 Global Brand and Reputation Management**

The emergence of online word-of-mouth through discussion boards, social media, and bloggers has made brand reputation more vulnerable and complex. Students manage brand images through

internal and external communications. Furthermore, students monitor and safeguard the brand reputation across the ever-shifting digital landscape by crafting messages aimed at internal and external stakeholders across multiple regions, thus practicing brand management in a simulated crisis situation. Students complete the second stage of their year-long capstone project by monitoring a global brand's footprint and recommending a reputation management strategy to for its earned and shared digital media space.

Prerequisite(s): ADV4600 and ADV4703  
Corerequisite(s):none

### **ADV4802 Digital Marketing Research and Data Analytics**

In the digital world, it is crucial that communications and marketing practitioners adapt the marketing research process to the online context. Students apply the various tools and methodologies of digital marketing research, including online panels and digital analytics, to an online marketing research project. This includes setting strategic objectives, data collection, data analysis and making strategic recommendations. Students complete a capstone project in tandem with the Business and Campaign Analytics class. In this cross-class project, students will gather initial research through both secondary and primary digital collection methods; develop a digital strategy; implement, track, and optimize the digital strategy; develop post campaign evaluation reports; and roll up the findings into marketing and business-level return on investment objectives.

Prerequisite(s): MKT4602  
Corerequisite(s):BUS4800

### **ADV4803 Persuasive Campaigns**

Crafting compelling campaigns is the goal of most communications and advertising professionals. Students plan and manage a persuasive campaign utilizing all the digital media presented throughout the program. Working in teams, students conduct market research and create a strategic communications campaign of strategic importance to an organization.

Prerequisite(s): ADV4101 and ADV4302  
Corerequisite(s):none

### **BIO2200 Botany**

Biologists with an interest in plant life may choose to specialize in botany. Beginning with the organic features of life, focusing on plants, students investigate the diversity of plant life and the basis for distinction amongst various species. With a deeper knowledge of plant structures and variability, students consider the impact of plants in the modern world, including human interactions such as food production, building materials and medicine.

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

### **BUS4800 Business and Campaign Analytics**

Combining the major skills of this program in an applied setting allows students to comprehend the big picture of research-based decision-making in a business context. The emphasis is on case studies in a global environment. By applying various business analytics, students evaluate integrated promotional campaigns that utilize mobile, search, traditional, digital and social media in order to make recommendations about how to adjust and optimize the campaign in the future. Students complete a capstone project in tandem with the Digital Marketing Research class. In this cross-class project, students will gather initial research through both secondary and primary digital collection methods; develop a digital strategy; implement, track, and optimize the digital strategy; develop post campaign evaluation reports; and roll up the findings into marketing and business-level return on investment objectives.

Prerequisite(s): ADV4302 and ADV4401 and MKT4602  
Corerequisite(s):ADV4802

**CUL4000 Global Citizenship**

Informed citizens in today's world appreciate the meaning of civic life at the local, national and global level. Students reflect on and develop a personal awareness of the meaning of freedoms, rights and obligations in a diverse global community and consider the political, social and economic drivers that influence patterns of human behaviour and the health of the planet. Based on general principles of global citizenship, students look beyond national borders to assess personal responsibilities related to the health and well-being of the planet and inhabitants. Students critically evaluate information related to environmental and social health, equipped with attitudes and behaviours that foster global environmental and social responsibility.

Prerequisite(s): ENL1100 and PHI1000  
Corerequisite(s):none

**CUL4000 Global Citizenship**

Informed citizens in today's world appreciate the meaning of civic life at the local, national and global level. Students reflect on and develop a personal awareness of the meaning of freedoms, rights and obligations in a diverse global community and consider the political, social and economic drivers that influence patterns of human behaviour and the health of the planet. Based on general principles of global citizenship, students look beyond national borders to assess personal responsibilities related to the health and well-being of the planet and inhabitants. Students critically evaluate information related to environmental and social health, equipped with attitudes and behaviours that foster global environmental and social responsibility.

Prerequisite(s): ENL1100 and PHI1000  
Corerequisite(s):none

**CUL4000 Global Citizenship**

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Prerequisite(s): ENL1100 and PHI1000  
Corerequisite(s):none

**DSN4401 Introduction to Creative Design**

Visual communication is an essential component of all digital media. A basic knowledge of the skills, structures and contexts such as the design process, image making, ethics, critical and strategic thinking, available through creative design allows students to contribute to the design process within the larger context of industry, culture and society. Through a combination of research and studio based work, students will be introduced to the design process and its applications.

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

**DSN4702 Interactive Website Design**

In a digital world, the flow, function and content of a company's website are equally important in communicating to audiences and influencing behaviour. Students learn the principles of user-centered design to create interactive content for the web. Students employ design thinking and rapid prototyping methods while experimenting with content, grid layouts and responsive design techniques to build mobile-first websites.

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

**ECO2000 Environmental Economics**

Issues pertaining to the environment have a major financial impact on society and government. Environmental economics examines the way human decisions affect the quality of the environment, how human values and institutions shape our demands for improvements in the quality and about designing effective public policies to bring about these improvements. Students examine problems and solutions relating to environmental policy analysis in the Canadian context.

Prerequisite(s): none

Corerequisite(s):none

**ENL2025 Interpersonal Communication**

Effectively communicating with others, both professionally and personally, is an art that requires conscious development. Students address the techniques related to interpersonal communication challenges in the diverse workplace. Focus is on communication barriers, verbal and non-verbal communication, listening, team work, and relational dynamics. Through role play, analysis, and case studies, students engage in simulated and authentic interpersonal communication situations.

Prerequisite(s): ENL1100

Corerequisite(s):none

**ENL4016 World Literature**

Exposure to broad sources of literature promotes an open-minded perspective on today's global society and encourages an appreciation of diversity and human differences. In World Literature, students explore key literary works from around the world and examine the socio-historical and cultural contexts in which authors wrote and set these texts. Students learn to identify common themes and apply literary and cultural theory to these works towards expanding critical thinking skills and developing an analytical vocabulary. Through seminar presentations, group discussions, debates, journaling, and creative writing, students grapple with literary representations of social, political, and cultural issues from around the world, gaining an appreciation of what it means to be responsible global citizens and possess the ability to listen to, question, and value diverse perspectives.

Prerequisite(s): ENL1100

Corerequisite(s):none

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Prerequisite(s): ENL1100

Corerequisite(s):none

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debates, journaling, and creative writing, students grapple with literary representations of social, political, and cultural issues from around the world, gaining an appreciation of what it means to be responsible global citizens and possess the ability to listen to, question, and value diverse perspectives.

Prerequisite(s): ENL1100

Corerequisite(s):none

### **ENL4100 Creative Writing**

Whether for personal or public consumption, many people enjoy writing short fiction to express their creative energy while improving upon their overall writing abilities. Working with professional short stories as models, students examine the stylistic components that contribute to the excitement, atmosphere, and overall readability of short fiction. Students share their work and provide formal feedback on the work of others.

Prerequisite(s): ENL1100

Corerequisite(s):none

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Prerequisite(s): ENL1100

Corerequisite(s):none

### **ENL4200 New Worlds and Alternative Realities: Speculative Fiction**

Speculative fiction gathers together all those works of fiction in which new worlds or alternative realities are envisioned. Within this category of prose, students have the opportunity to explore the various sub-genres that present readers with new ways of thinking about some of the issues that face society. Students also develop skills in critical analysis using a variety of approaches and methodologies from literary studies.

Prerequisite(s): none

Corerequisite(s):none

### **ENL4200 New Worlds and Alternative Realities: Speculative Fiction**

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Prerequisite(s): none

Corerequisite(s):none



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Prerequisite(s): none

Corerequisite(s):none

**FLS3101 French as a Second Language - Beginner 1**

The French language is an asset when communicating in the workplace. Students with no prior knowledge of French acquire basic forms and structures to interact and communicate in a simple way with French speakers. Class instruction and practice, repeated feedback, and exposure to a variety of language samples support students to gain basic oral expression and comprehension using simple phrases that develop vocabulary, pronunciation, and comprehension. Students begin to appreciate cultural and linguistic differences when French is used in the workplace.

Prerequisite(s): none

Corerequisite(s):none

**FLS3102 French as a Second Language - Beginner 2**

The workplace benefits from having professionals with knowledge of the French language. Students with basic knowledge of French gain more control over forms and structures to interact and communicate in a simple way with French speakers. Class instruction and practice, repeated feedback, and exposure to a variety of language samples provide students with opportunities to enhance their basic oral expression and comprehension using simple phrases that further develop vocabulary, pronunciation, and comprehension. Students deepen their knowledge of cultural and linguistic differences of French in the workplace.

Prerequisite(s): none

Corerequisite(s):none

**GEO2300 Principles of Urban Planning**

Increasingly cities and communities are feeling the pressure of expansion, and people from all walks of life feel disconnected from the processes, procedures, and decisions that are affecting everyday life. Students consider urban transformation with a focus on practicing sustainability by exploring innovations in land use, transportation, resource planning and economic development, resulting in employment opportunities, as well as healthy and vibrant cities. Students use local and regional activities as a starting point for developing a knowledge base for future social and community involvement. Research projects and assignments encourage students to identify the gaps between theoretical approaches to urban planning and the practical applications as evidenced in their local surroundings.

Prerequisite(s): none

Corerequisite(s):none

**GEP1001 Cooperative Education and Job Readiness**

Students are guided through a series of activities that prepare them to conduct a professional job search and succeed in the workplace. Through a detailed orientation students learn the cooperative education program policies and procedures related to searching and securing a work term opportunity. Students identify their strengths and transferable skills and participate in workshop-style sessions that focus on cover letter and resume development, interview techniques and job search strategies. Students learn how to navigate a web-based resource centre, which is used to post employment and cooperative education job opportunities. Students reflect on workplace success, ethics and responsibilities.

Prerequisite(s): none

Corerequisite(s):none

**LAN3101 Spanish - Beginner 1**

The Spanish language is an asset when communicating in the workplace. Students with no prior knowledge of Spanish acquire basic forms and structures to interact and communicate in a simple way with Spanish speakers. Class instruction and practice, repeated feedback, and exposure to a variety of language samples support students to gain basic oral expression and comprehension using simple phrases that develop vocabulary, pronunciation, and comprehension. Students begin to appreciate cultural and linguistic differences when Spanish is used in the workplace.

Prerequisite(s): none

Corerequisite(s):none

**LAN3102 Spanish - Beginner 2**

The workplace benefits from having professionals with knowledge of the Spanish language. Students with basic knowledge of Spanish gain more control over forms and structures to interact and communicate in a simple way with Spanish speakers. Class instruction and practice, repeated feedback, and exposure to a variety of language samples provide students with opportunities to enhance their basic oral expression and comprehension using simple phrases that further develop vocabulary, pronunciation, and comprehension. Students deepen their knowledge of cultural and linguistic differences of Spanish in the workplace.

Prerequisite(s): none

Corerequisite(s):none

**LAW2014 Law**

The reach of the rule of law extends into our lives on a daily basis. As much as it is present in our lives, very few people are aware of the processes, procedures and theories that guide and underpin the development and maintenance of a functional legal system. With attention to key historical figures and events, students explore the scope, jurisdiction, and key concepts of the sub-disciplines within the field of law. Through an introduction to legal arguments and methodologies, students distinguish between various legal systems and wrestle with the difference between law and justice.

Prerequisite(s): none

Corerequisite(s):none

**MKT4101 Marketing**

Consumers and business professionals are continuously influenced by marketing. Students obtain an overview of the marketing function and its relationship with other business operations. Students analyze fundamental marketing concepts, including strategic product planning and analysis, buyer behavior, trends in retailing, wholesaling, web marketing, market segmentation, target marketing and market research. Students conduct industry analysis and environmental scans and examine the marketing mix in detail consisting of product, price, promotion and distribution channels. Discussions and activities address the needs of organizations in the private and public sectors, as well as not-for-profit organizations.

Prerequisite(s): none

Corerequisite(s):none

**MKT4203 Trendspotting in a Global Environment**

International business communications are characterized by the interpenetration of major global trends and local cultural conditions. This interpenetration highlights the importance of cultural and regional differences and rules out a standardized approach to global branding. To think globally and to act locally, students research major global trends in a region of interest, conduct a literature review and search engine optimization (SEO), analyze local consumption cultures and make strategic branding recommendations.

Prerequisite(s): none



Corerequisite(s):none

### **MKT4602 Market Research Foundations**

Data regarding the audience, the product and the brand is required in order to make sound marketing decisions. Students utilize exploratory, descriptive and causal research methods in order to make business decisions. Research skills such as sampling, statistical analysis and questionnaire design are reviewed and practiced. Students conduct a marketing research study, analyze the results and make strategic marketing recommendations.

Prerequisite(s): PHI2000

Corerequisite(s):none

### **MKT4700 Niche Marketing**

Respected strategists maintain that a company can create an extremely targeted campaign for a small, niche subset of the population as a way to become a market leader. Utilizing this strategy allows communicators to develop a particularly close, reciprocal and loyal relationship with their customers. Students identify and select a niche market and create a marketing mix targeted towards this niche market. As a final project, students identify a niche market for a real-world client and craft a marketing mix strategy aimed towards this market.

Prerequisite(s): MKT4101

Corerequisite(s):none

### **PHI2000 Introduction to Research**

Academic research requires students to possess a fundamental knowledge of accepted methodologies and practices. An overview of the research process and tools prepares students to engage in scholarly work. Emphasis is on evaluation, selection and documentation of primary and secondary sources, as well as the development of a research project.

Prerequisite(s): ENL1100 and PHI1000

Corerequisite(s):none

### **PHI2002 Ethical Decision Making**

To avoid potential prosecution, companies and their employees are well-advised to engage in ethical decision-making practices in all business situations. Students examine ethical concepts and principles, compare a variety of ethical decision-making models and utilize these principles and models to make ethically sound decisions in a variety of contexts. Students also design a code of ethics, practice making ethically- based decisions and develop the analytical skills required to recognize, evaluate and resolve ethical dilemmas in the workplace.

Prerequisite(s): PHI1000

Corerequisite(s):none

### **PHI4001 Philosophy and Popular Culture**

Many facets of today's popular culture engage, directly or indirectly, with the concerns of a variety of philosophical traditions. Students critically analyze the way popular culture permeates society and the way it presents and interprets philosophical questions. Through the use of case studies and research, students evaluate the soundness and validity of thought experiments.

Prerequisite(s): none

Corerequisite(s):none

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

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

### **PHI4002 The Philosophy of Drugs**

Drugs are everywhere: professionals prescribe them to us to make us "better"; we take them recreationally; we give them to our children, pets and other loved ones; we buy them on the streets and in grocery stores. What are "drugs"? Why are some drugs legal and others not? How do drugs get to market? What ethical issues are relevant in a global drug industry? Are current intellectual property regimes appropriate if the goal of drug research is to promote benefits to society? Students critically examine these, and other, questions through the lens of historical and contemporary ethical, philosophical and legal theories and arguments. Students engage in various peer-oriented learning activities throughout the course.

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

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

### **PHI4003 The Philosophy of Love and Sex**

Love and sex are central to the human condition, and have been topics of academic inquiry and controversy throughout history. Various practices surrounding love and sex are celebrated in Western culture, such as monogamy and marriage, while other practices, such as polygamy and pedophilia, are condemned. Why is this? Students critically explore these and other issues

surrounding love and sex using examples from popular music, movies and literature, framing those issues with the help of historical and contemporary philosophical theories and arguments. Students engage in various peer-oriented learning activities throughout the course.

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

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

### **PHI4004 Technology, Society and the Environment**

Environmental issues have come to occupy a central place in the marketplace, politics, policy, and society at large. Owing largely to the many environmental consequences that have accompanied industrialization, we humans have been forced to rethink the complex relationship between technology, society and the environment. Students investigate philosophical concepts and theories surrounding technology, society and the environment including: the "naturalness" of technology, sustainability and animal rights. Students critically examine course material by focusing on questions such as: What is nature, and what role do/should humans occupy in it? What do we owe non-human organisms? What do we owe future generations? Students engage in various peer-oriented learning activities throughout the course.

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

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Corerequisite(s):none

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Prerequisite(s): none

Corerequisite(s):none

**PHY4000 Black Holes, Big Bangs and the Cosmos**

The dynamic and exciting field of Cosmology outlines our current understanding of the Universe from its start, at the so-called Big Bang, through the ensuing 13 plus billion years to the present and beyond. Students learn how to discuss our present understanding of the three phases of the Universe as well as its five part make up, with matter making up only 4% of the whole. Students explain our knowledge of the various phases of evolution of the Cosmos and also the latest theories and experiments that are trying to address our uncertainties. Throughout the course, students evaluate and debate many of today's ideas and concepts revolving around cosmology.

Prerequisite(s): none

Corerequisite(s):none

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Corerequisite(s):none

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Prerequisite(s): none

Corerequisite(s):none

**PSI2000 Navigating Canada's Political Landscape**

A developed knowledge of government and politics is key to an effective participation in public life. Drawing on current events, students explore the societal, cultural and constitutional context along with the major political parties and institutions that shape the Canadian political landscape. Students develop skills and techniques that allow them to position politicians, parties, and policies, past and present, on the spectrum of political ideology and Canadian political traditions. Working together and individually, students analyze issues from the perspective of various political approaches.

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

**PSY2100 Introductory Psychology**

With its applications to behaviour and personality, psychology extends its reach into many aspects of our personal lives. The broad applications of this social science in both an applied and theoretical context are premised on a number of fundamental principles. Students explore historical breakthroughs that define the current boundaries of the discipline and interact with a number of the foundational concepts that resonate throughout daily life and popular culture. Students develop an introductory knowledge in the various schools of thought within the discipline.

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

**SCI2000 Environmental Science**

Environmental science is an interdisciplinary study of how the earth works, human interaction with the earth and how to address the existing environmental problems. Students explore natural capital and the degradation. Students engage in case studies, critical thinking and analysis of alternatives in exploring solutions and trade-offs in trying to address degradation.

Prerequisite(s): ENL1100 and PHI1000  
Corerequisite(s):none

**SOC2000 Introduction to Sociology**

When working with individuals and groups it is important to understand both the background and influences present. Students develop a familiarity with sociological theories and methodological approaches used to study individual and group behaviours. Students also examine variables that include culture, social class, race, and gender and how these variables may impact work with diverse individuals and groups.

Prerequisite(s): ENL1100  
Corerequisite(s):none

**SOC2001 Anti-Racism: Theory and Practice**

Anti-racism is the practice of identifying, challenging, and changing the values, structures, and behaviours that perpetuate systemic racism. Students explore concepts of anti-oppressive practice, anti-racist pedagogy, diversity, and inclusion at the personal, societal, and institutional levels. Students develop an understanding of historical and present-day groups and figures that challenge oppressive structures in Canadian society. Through various learning activities and discussion boards, students will develop the necessary knowledge, attitude, and skills to become an authentic ally within society.

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

**WKT4402 Bachelor of Digital Marketing Communication Co-Op Work Term I**

Co-op provides an experiential opportunity which is directly related to the field of study. This mandatory work term focuses on an entry-level position that allows application of principles and concepts developed during previous study. Students returning from Co-op Work Term 1 bring additional practical considerations to subsequent study. Although centred in public and private institutions located in Eastern Ontario, co-op employment opportunities may be sought throughout Canada and abroad.

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

**WKT4604 Bachelor of Digital Marketing Communication Co-Op Work Term II**

Co-op provides an experiential opportunity which is directly related to the field of study. This mandatory work term focuses on an expanded role with a higher level of responsibilities in the workplace. Students returning from Co-op Work Term II are able to contribute expanded knowledge and abilities to their program of study. Although centered in public and private institutions located in Eastern Ontario, co-op employment opportunities may be sought throughout Canada and abroad.

Prerequisite(s): none

Corerequisite(s):none

**WKT4704 Bachelor of Digital Marketing Communication Co-Op Work Term III**

Co-op provides an experiential opportunity which is directly related to the field of study. This mandatory work term focuses on an expanded role with a higher level of responsibilities in the workplace. Students returning from Co-op Work Term III are able to contribute expanded knowledge and abilities to their program of study. Although centered in public and private institutions located in Eastern Ontario, co-op employment opportunities may be sought throughout Canada and abroad.

Prerequisite(s): none

Corerequisite(s):none