

Area of Interest: Creative Media and Communications

Bachelor of Digital Marketing Communications (Honours) (Co-op) Pathway for Advertising and Marketing Communications Management

Honours Degree

Program Code: 6450C03FWO

4 Years

Ottawa Campus

Our Program

This four-year honours degree program 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. Graduates of the Advertising and Marketing Communications Management Ontario College Advanced Diploma receive credit for 21 courses, entering the program in Level 05, and reducing the time to completion to 2 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 practise 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.

>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: 05	Courses	Hours
ADV4502	Social Media Execution and Analytics	42.0
ADV4503	Digital Technologies	42.0
PHI2000	Introduction to Research	42.0
Elective: choose 1 Courses		Hours
BIO2200	Botany	56.0
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
Co-op: 02	Courses	Hours
WKT4604	Bachelor of Digital Marketing Communication Co-Op Work Term II	
Level: 06	Courses	Hours
ADV4401	Digital Analytics II	42.0
ADV4600	Multicultural Communications	42.0
ADV4601	Internal Communications	42.0
ADV4603	Search Media Strategies and Tactics	42.0
MKT4602	Market Research Foundations	42.0
Elective: choose 1 Courses		Hours
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
ENL4300	The Brave New Worlds of Dystopian Fiction	45.0
PHI4000	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
PHI4100	Survival in the Information Age: Risk and the Media	42.0
PHY4000	Black Holes, Big Bangs and the Cosmos	42.0
SOC4000	Criminology	42.0
SOC4001	Global Perspectives	42.0
Co-op: 03	Courses	Hours

WKT4704	Bachelor of Digital Marketing Communication Co-Op Work Term III	
Level: 07	Courses	Hours
ADV4701	Mobile Strategies and Tactics	42.0
ADV4703	Global Communications	42.0
DSN4702	Interactive Website Design	42.0
MKT4700	Niche Marketing	42.0
Elective: choose 1 Courses		Hours
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
ENL4300	The Brave New Worlds of Dystopian Fiction	45.0
PHI4000	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
PHI4100	Survival in the Information Age: Risk and the Media	42.0
PHY4000	Black Holes, Big Bangs and the Cosmos	42.0
SOC4000	Criminology	42.0
SOC4001	Global Perspectives	42.0
Level: 08	Courses	Hours
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
Elective: choose 1 Courses		Hours
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
ENL4300	The Brave New Worlds of Dystopian Fiction	45.0
PHI4000	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
PHI4100	Survival in the Information Age: Risk and the Media	42.0
PHY4000	Black Holes, Big Bangs and the Cosmos	42.0
SOC4000	Criminology	42.0
SOC4001	Global Perspectives	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 <http://www.algonquincollege.com/fee-estimator> .

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

Fees are subject to change.

Additional program related expenses include:

- Books and supplies cost approximately \$1,220 in the third and fourth year of the program.
- Students must purchase their own Macintosh laptop computer and software.

Admission Requirements for the 2024/2025 Academic Year

Program Eligibility

- Graduates from Advertising and Marketing Communications Management Ontario College Advanced Diploma with Grade Point Average of 2.7, a minimum of 420 hours of related co-operative education or work experience, and who successfully complete GEP1001 are eligible to enter into Year 3, Level 05, of the degree program.
- Graduates from Algonquin College`s Advertising and Marketing Communications Management program are not required to submit work experience; however GEP1001 must be successfully completed prior to the start of the term.

Admission Requirements for 2023/2024 Academic Year

Program Eligibility

- Graduates from Advertising and Marketing Communications Management Ontario College Advanced Diploma with Grade Point Average of 2.7, a minimum of 420 hours of related co-operative education or work experience, and who successfully complete GEP1001 are eligible to enter into Year 3, Level 5, of the degree program.
- Graduates from Algonquin College`s Advertising and Marketing Communications Management program are not required to submit work experience; however GEP1001 must be successfully completed prior to the start of the term.

Application Information

BACHELOR OF DIGITAL MARKETING COMMUNICATIONS (HONOURS) (CO-OP)
Pathway for Advertising and Marketing Communications Management
Program Code 6450C03FWO

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

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:

Cooperative 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 online readiness activities and in-person 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 and other Canadian and international colleges and universities. Algonquin College's Co-op Department provides assistance in developing co-op job opportunities and facilitates 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 re-locate 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.

International students enrolled in a co-op program are required by Immigration, Refugees and Citizenship Canada (IRCC) to have a valid co-op 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 a mandatory part of an academic program.

For more information, please visit <https://www.algonquincollege.com/coop>.

Course Descriptions

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

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

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Prerequisite(s): ENL1100 and PHI1000
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

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

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

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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

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Prerequisite(s): none

Corerequisite(s):none

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

ENL4300 The Brave New Worlds of Dystopian Fiction

Over the last century, dystopian fiction has become a remarkably popular genre in literature and film, particularly among young adults. Dystopian fiction often features oppressive totalitarian regimes, political dissent, environmental degradation and technological manipulation. In order to understand what a dystopia is, one must first understand what it is not. Through the study of representative works of literature and film, students examine the relationship between dystopic and utopic societies, and discover how dystopian fiction often functions as a creative outlet for authors and filmmakers to express the social, political, cultural, and technological anxieties of contemporary society. Students reflect on issues in the world around them, and develop an appreciation for how these concerns are mirrored in dystopian fiction.

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

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

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

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

PHI4000 Philosophy and Popular Culture

Many facets of today's popular culture engage, directly or indirectly, with the concerns of a variety of philosophical traditions. Drawing on a number of examples, students explore both the way popular culture permeates and spreads through society and the way it interprets and presents philosophical questions. Students develop skills and techniques for assessing the soundness and validity of thought experiments.

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

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Prerequisite(s): PHI1000
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

PHI4100 Survival in the Information Age: Risk and the Media

On an almost daily basis, the media, through its various outlets - television, radio, web sites, RSS, and podcasts - reports on issues that address our wellbeing. Through discussions, readings, and assignments, students enhance their ability to interpret and question information presented by the media by better understanding the inherent risks. Issues like alternative medicine (i.e. vaccinations) and socio-legal issues (i.e. bullying, hacking, surveillance, privacy) provide grounds for students to use principles from the social science as a means to think critically about real and perceived risks in daily life.

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

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Prerequisite(s): PHI1000
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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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

SOC4000 Criminology

The interdisciplinary study of social science examining the individual and social aspects of crime is known as criminology. Students work through an introduction to the social science perspective on crime. Presentations, discussions, and assignments allow students to investigate the various theoretical positions related to crime and criminal behaviour. Working forward from the types and definitions of crime, students trace some of the links between government policy and the impacts of these policies on both society and the individual.

Prerequisite(s): SOC2000
Corerequisite(s):none

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Prerequisite(s): SOC2000
Corerequisite(s):none

SOC4001 Global Perspectives

Sociology, through its exploration of the organization of society and the connections between people and their surroundings, provides new ways of looking at the world. Using fundamental knowledge in the field of sociology, students analyze globalization and its impact on Canadian society. Students take opposing views to debate the opportunities and challenges that come with globalization.

Prerequisite(s): SOC2000
Corerequisite(s):none

SOC4001 Global Perspectives

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Prerequisite(s): SOC2000
Corerequisite(s):none

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Prerequisite(s): SOC2000
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

