

B875 - Advertising and Marketing Communication Manager

	AAL	Course Code	Course Title	Course Weight	Delivery			
					In-Person	Hybrid	Online	Clinical
1	1	ADV122G	Mass Communications In A Cultural Context	3				
2	1	ADV438	Trans-Media Public Relations	2				
3	1	ADV107	Intro. To Layout & Design	3				
4	1	ADV120	The Business Of Advertising	3				
5	1	ADV211	Principles Of Marketing I	3				
6	1	ADV106	Introduction To Digital Media	2				
7	2	ADV203G	Contemporary Study Of Aestheticexpression	3			x	
8	2	ADV207	Psychology Of Advertising	3			x	
9	2	ADV222A	Print Media Estimating & Research	3			x	
10	2	ADV225	Digital Design I	3			x	
11	2	ADV208	Advertising Copywriting Fund.	2			x	
12	2	ADV311	Principles Of Marketing II	3			x	
13	2	ADV116G	Segmenting Canadian Society	3			x	
14	3	ADV313	Web Design I	3				
15	3	ADV322	Broadcast Media Estimating And Research	3				
16	3	ADV325	Digital Design 2	3				
17	3	ADV309	Copywriting For Print Media	2				
18	3	ADV345	Consumer Research Concepts And Techniques	3				
19	3	ADV411	Marketing Planning I	3				
20	3	ADV307	Business Presentations	3				
21	4	ADV413	Web Design 2	2			x	
22	4	ADV422	Media Planning I	3			x	
23	4	ADV421	Developing Internet Marketing Content	2			x	
24	4	ADV444	Marketing Planning 2	3			x	
25	4	ADV433	E-Mail Marketing	2			x	
26	4	ADV437	Search Engine Optimization	3			x	
27	4	ADV425	Project Management For Advertising	2			x	
28	5	ADV521	Web Analytics	3				
29	5	ADV505	Digital Agency	3				
30	5	ADV531	Mobile Marketing	3				
31	5	ADV529	Social Media Marketing	3				
32	5	ADV504	Trans-Media Planning 2	3				
33	5	ADV532	Trans-Media Account Planning	3				
34	5	ADV536	Trans Media Sales Promotion & Events	3				
35	6	ADV613	Creative Capstone	1			x	
36	6	ADV608	Agency & Account Management	2			x	
37	6	ADV617	IMC Campaigns 2	4			x	
38	6	ADV703	How To Brand Yourself	4			x	
39	6	ADV604	Trans-Media Planning 3	2			x	
40	6	ADV701	Internship	5			x	

* Hybrid is a combination of online and face to face delivery