

B875 - Advertising and Marketing Communication Management

	AAL	Course Code	Course Title	Course Weight	Delivery			
					In-Person	Hybrid	Online	Clinical
1	1	ADV122G	Mass Communications In A Cultural Context	3			X	
2	1	ADV438	Trans-Media Public Relations	2			X	
3	1	ADV107	Intro. To Layout & Design	3			X	
4	1	ADV120	The Business Of Advertising	3			X	
5	1	ADV211	Principles Of Marketing I	3			X	
6	1	ADV106	Introduction To Digital Media	2			X	
7	3	ADV313	Web Design I	3			X	
8	3	ADV322	Broadcast Media Estimating And Research	3			X	
9	3	ADV325	Digital Design 2	3			X	
10	3	ADV309	Copywriting For Print Media	2			X	
11	3	ADV345	Consumer Research Concepts And Techniques	3			X	
12	3	ADV411	Marketing Planning I	3			X	
13	3	ADV307	Business Presentations	3			X	
14	5	ADV521	Web Analytics	3			X	
15	5	ADV505	Digital Agency	3			X	
16	5	ADV531	Mobile Marketing	3			X	
17	5	ADV529	Social Media Marketing	3			X	
18	5	ADV504	Trans-Media Planning 2	3			X	
19	5	ADV532	Trans-Media Account Planning	3			X	
20	5	ADV536	Trans Media Sales Promotion & Events	3			X	

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