

MODEL ROUTE

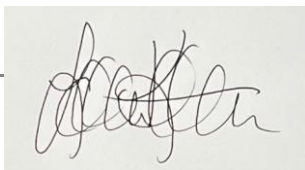
School:	SCMAD (School of Communications Media and Design)	Program Number:	6403		
Program Title:	Advertising Media Management	Credential:	<input type="checkbox"/> Certificate <input checked="" type="checkbox"/> Graduate Certificate <input type="checkbox"/> Degree <input type="checkbox"/> Diploma <input type="checkbox"/> Advanced Diploma		
Program Delivery Mode:	<input type="checkbox"/> Co-Op <input type="checkbox"/> Fast Track <input checked="" type="checkbox"/> Non Co-op	<input type="checkbox"/> O <input type="checkbox"/> H	<input type="checkbox"/> 2 Semesters <input checked="" type="checkbox"/> 3 Semesters <input type="checkbox"/> 4 Semesters <input type="checkbox"/> 6 Semesters		
Campus:	Story Arts Centre				
Intake:	Fall				

Course Code	Course Title	Co/Pre Requisite (Course Code)	Lab Hours	Lecture Hours	Field Placement Hours	Course Delivery ODL=Online BLD=Blended HYB = Hybrid	Total Course Hrs (Lab + Lecture + Field)	Weeks (14)	Total Hours
Semester 1 Fall 2024									
ENGL-700	Professional English Communications*			3			3	14	42
AAM-701	Integrated Marketing Foundations			2			2	14	28
AMED701	Digital Communications I			2		BLD	2	14	28
AMED703	Media Research Data and Analyses			3			3	14	42
AMED704	Introduction to Media Planning			4		BLD	4	14	56
AMED705	Media Buying and Measurement			3		BLD	3	14	42
AMED707	Connection Planning			3			3	14	42
AAM-705	Business Communications			2			2	14	28
AAM-706	Career Readiness (wks 8-14)			2			2	7	14
								Total	322
Semester 2 Winter 2025									
AMED716	Media Account Administration	Semester 1		2		BLD	2	14	28
AAM-713	Advertising Planning & Campaign Management	Semester 1		4			4	14	56
AMED721	Digital Communications II	Semester 1		4		BLD	4	14	56
AMED720	Media Buying and Reporting	Semester 1		3		BLD	3	14	42
AMED723	Media Advertising Negotiation and Sales	Semester 1		3			3	14	42
AMED725	Adaptive Media and Analytics	Semester 1		2		BLD	2	14	28
AMED 799	Storyworks	Semester 1		2			2	14	28
AMED724	Media Industry Issues	Semester 1		2			2	14	28
								Total	308
Semester 3 Summer 2025									
AMED750	Field Placement (Media Management)	Semester 2			35		35	14	490
								Total	490
Minimum Grade Required: C Grade									
*Minimum Grade Required: (D)/ Students who test at COMM170/171 exempt								Total Program Hours	1120

C = Co-Requisite; P = Pre-Requisite

Notes:

◆ This course may be offered in one of the following modalities (Online, Hybrid or Blended)



Signature:

School Dean/Chair

May 15/2024

Revised Date