

MODEL ROUTE

School:	SCMAD (School of Communication Media, Arts and Design)	Program Number:	6404						
Program Title:	Advertising & Marketing Communications Management	Credential:	<input type="checkbox"/> Certificate	<input type="checkbox"/> Graduate Certificate	<input type="checkbox"/> Degree				
			<input type="checkbox"/> Diploma	<input checked="" type="checkbox"/> Advanced Diploma					
Program Delivery Mode:	<input checked="" type="checkbox"/> Co-Op <input type="checkbox"/> Online <input type="checkbox"/> Fast Track <input type="checkbox"/> Hybrid <input type="checkbox"/> Non Co-op	Duration :	<input type="checkbox"/> 2 Semesters	<input type="checkbox"/> 3 Semesters					
			<input type="checkbox"/> 4 Semesters	<input checked="" type="checkbox"/> 6 Semesters					
			<input type="checkbox"/> 8 Semesters						
Campus:	SAC								
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							
CA 101**	Introduction to Agency Advertising			4			4	14	56
CA 105**	Foundations in Marketing			3			3	14	42
CA 109**	Presentation & Collaboration Techniques			3			3	14	42
CA 110**	Consumer Behaviour in Practice			3			3	14	42
CO 108	Tools and Processes for Communicators			3			3	14	42
COMM 170/171	College Communication 2	COMM160/161		3			3	14	42
								Total	266
Semester 2		Winter 2025							
CA 103**	Introduction to Media Planning	CA 101, CA 110 -P		3			3	14	42
CA 106**	Integrated Marketing	CA 105-P		2			2	14	28
CA 120**	Creative Concept Development	CA 101-P	3				3	14	42
CA 204**	Introduction to Digital Design		3				3	14	42
CA 210**	Account Management	CA 101-P		3			3	14	42
GNEED	GNEED Elective			3			3	14	42
COMM 180	College Communication 3	COMM170/171		3			3	14	42
								Total	280
Semester 3		Fall 2025							
CA 200**	Copywriting I	CA 120-P	3				3	14	42
CA 201**	Advertising Media Selection	CA 101, CA 103-P	2	2			4	14	56
CA 209**	Advertising Design & Production	CA 204-P	5				5	14	70
CA-319**	Business Communications		2				2	14	28
CA-321**	Advertising Issues			3			3	14	42
GNEED 500	Global Citizenship:From Social Analysis to Social Action			3			3	14	42
								Total	280
Semester 4		Winter 2026							
CA 211**	Interactive Media & Print Production	CA 209-P	3				3	14	42
CA 305**	Campaign Planning	CA 201, CA 200, CA 210-P		4			4	14	56
CA 313**	Broadcast & Digital Content Production			2			2	14	28
CA 317**	Administration & Finance	CA 101, CA 210-P		2			2	14	28
CA 328**	Media Buying & Negotiation	CA 201-P	2				2	14	28
GNEED	Elective		3				3	14	42
	Advertising Elective Choose one:		3				3	14	42
CA 326*	Digital & Social Media Creative	CA 200, CA 209-P							
CA 327*	Digital Communications Planning	CA 201, CA 210-P							
								Total	266
Semester 5		Fall 2026							
Mandatory Courses All Streams									
CA 322**	Professional Practice (Wks 1-7)			4			4	7	28
CA-500*	Storyworks			2			2	14	28
Digital Specialist Elective choose two of the following:									
CA 340*	Social Media Marketing (Wks 1-7 & 8-14)	CA 326 or CA 327 --P		3			3	7	21
CA 341*	Activations & Brand Management (Wks 8-14)	CA 326 or CA 327 --P		3			3	7	21
CA 342*	Mobile Marketing (Wks 1-7)	CA 326 or CA 327 --P		3			3	7	21
Account Service Stream									
CA 320**	Advertising Campaign Management	Semesters 1-4 (CA and CO) -P		4			4	14	56
CA 323**	Strategic Planning	CA 305 -P		4			4	14	56
CA 329**	Digital Production Management	CA 305 -P	2				2	14	28
CA 331**	Digital Measurement & Analytics	CA 328 -P	2				2	14	28
CA 334*	Negotiation & Persuasion (Wks 8-14)			2			2	7	14
								Acct. Total Semester Hrs.	301
Media Stream									

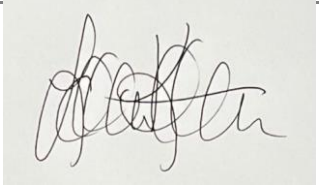
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CA 320**	Advertising Campaign Management	Semesters 1-4 (CA and CO) -P		4			4	14	56
CA 330**	Digital Media Planning	CA 201, CA 305 -P	2				2	14	28
CA 331**	Digital Measurement & Analytics	CA 328 -P	2				2	14	28
CA 332**	Advanced Media & Broadcast Buying	CA 328 -P	4				4	14	56
CA 334	Negotiation & Persuasion (Wks 8-14)			2			2	7	14
Media Total Semester Hrs.									301
Digital Creative Stream									
CA 311**	Copywriting II	CA 200, CA 305 -P		4			4	14	56
CA 325**	Advanced Design & Portfolio Development	Semesters 1-4 (CA and C	2				2	14	28
CA 329**	Digital Production Management	CA 305 -P	2				2	14	28
CA 333**	Creative Strategy Applications	CA 305 -P	4				4	14	56
CA 335**	Advanced Digital Print Production (Wks 8-14)	CA 211 -P		2			2	7	14
Digital Creative Total Semester Hrs.									301
								Total	301
Semester 6 Winter 2027									
CA 350**	Field Placement	Semesters 1-5 (CA and C	15				15	14	210
								Total	210
Minimum Grade Required: (C)									
								Total Program Hours:	1603

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

March 22/24

Revised Date