

MODEL ROUTE

School:	SCMAD (School of Communication Media, Arts and Design)	Program Number:	6436
Program Title:	Lifestyle Media - Content Creation	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"/> Online <input type="checkbox"/> Fast Track <input type="checkbox"/> Hybrid <input checked="" type="checkbox"/> Non Co-op	Duration :	<input checked="" type="checkbox"/> 2 Semesters <input type="checkbox"/> 3 Semesters <input type="checkbox"/> 4 Semesters <input type="checkbox"/> 6 Semesters <input type="checkbox"/> 8 Semesters

Campus: **SAC**


Intake: **Fall, Summer**

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		Summer 2024, Fall 2024							
ENGL700	Professional English Communications*			3			3	14	42
LIME701	The Business of Media and Marketplace			3			3	14	42
LIME703	Design & Layout			3			3	14	42
LIME710	Social Media			4			4	14	56
LIME720	Visual Communications		3				3	14	42
LIME731	Writing a Lifestyle Identity			4			4	14	56
LIME770	The Global Lifestyle Media Landscape			3			3	7	21
LIME780	Professional Practice			2			2	14	28
LIME799	STORYWORKS			2			2	14	28
								Total	357
Semester 2		Fall 2024, Winter 2025							
LIME712	Multimedia Studio Production	LIME710, 720	6				6	8	48
LIME702	Entrepreneurial planning and promotion	LIME701, 770		4			4	8	32
LIME711	Measurement and Web Analytics	LIME710		3			3	8	24
LIME713	Advanced digital media tools	LIME 710, 720	4				4	8	32
LIME 714	Lifestyle Public Relations	LIME701, 710	4				4	8	32
LIME 790	Field Placement	LIME701,780			35		35	6	210
								Total	378
Minimum Grade Required: (C)									
*Minimum Grade Required: (D)/ Students who test at COMM170/171 exempt									
								Total Program Hours:	735

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 21/24 _____
Revised Date