MODEL ROUTE

School:	SCMAD (School of Communications, Media, Arts and Design)	Program Number:	6425

Program Title:	**Advertising Digital Creative and Strategy**	Credential:	☐ Certificate ☑ Graduate Certificate ☐ Degree ☐ Diploma ☐ Advanced Diploma ☐ Centennial College Certificate

Program Delivery Mode:	☐ Co-Op ☐ Fast Track ☑ Non Co-op	O **Duration :** H	☐ 1 Semesters ☐ 4 Semesters ☑ 2 Semesters ☐ 6 Semesters

Campus:	**SAC**	Department Code:	**3705**

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 2025**					
ADCS 700	Intro to Advertising and Marketing			3			3	14	42
ADCS 701	Digital Design			6			6	14	84
ADCS 702	Intro to Creative Strategy			3			3	14	42
ADCS 703	Digital Writing			4			4	14	56
ADCS 704	Intro to Creative Software			4			4	14	56
ADCS 799	Storyworks 1			4			4	8	32
ENGL 700*	Professional English Communications*			3			3	14	42
							Total		354
Semester 2				**Winter 2026**					
ADCS 720	Creative Career Management			3			3	6	18
ADCS 721	Creative Entrepreneurship			3			3	6	18
ADCS 722	Digital Presentation			3			3	6	18
ADCS 723	Digital Ecosystem	P - ADCS 701, ADCS 703		3			3	6	18
ADCS 724	Prototyping and Research			3			3	6	18
ADCS 725	Collaboration			4			4	6	24
ADCS 750	Field Placement				35		35	8	280
							Total		394
Minimum Grade Required: (C)									
							Total Program Hours:		**748**

*Minimum Grade Required: (D)/ Students who test at COMM170/171 exempt

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/Associate Dean   Revised Date