MODEL ROUTE

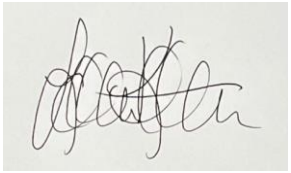
School:	SCMAD (School of Communication Media, Arts and Design)	**Program Number:**	6425
Program Title:	**Advertising Digital Creative and Strategy**	**Credential:**	☐ Certificate ☑ Graduate Certificate ☐ Degree ☐ Diploma ☐ Advanced Diploma
Program Delivery Mode:	☐ Co-Op ☐ Online ☐ Fast Track ☐ Hybrid ☑ Non Co-op	**Duration :**	☑ 2 Semesters ☐ 3 Semesters ☐ 4 Semesters ☐ 6 Semesters ☐ 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**						
ENGL700	Professional English Communications*			3			3	14	42
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
								Total	354
Semester 2			**Winter 2025**						
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	ADCS-701, ADCS-703 -P		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)									
***Minimum Grade Required: (D)/ Students who test at COMM170/171 exempt**									
								Total Program Hours:	**748**

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

3/22/2024

Revised Date