

PROPOSED MODEL ROUTE

School:	SCMAD (School of Communication Media, Arts and Design)	Program Number:	6410
Program Title:	Interactive Media Management	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: OLP

Intake: Fall , Winter

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
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Semester 1 **Fall 2024, Winter 2025**

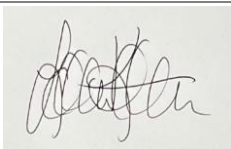
ENGL-700	Professional English Communications*			3			3	14	42
IMMT711	User Experience Design	C= IMMT 712, 713, 714, 715, 716, 717, 718, 719, 799	3				3	14	42
IMMT712	Content Planning	C= IMMT 711, 713, 714, 715, 716, 717, 718, 719, 799	2				2	14	28
IMMT713	Project Management 1	C= IMMT 711, 712, 714, 715, 716, 717, 718, 719, 799	3				3	14	42
IMMT714	Interactive Strategy	C= IMMT 711, 712, 713, 715, 716, 717, 718, 719, 799	3				3	14	42
IMMT715	Development Tools 1	C= IMMT 711, 712, 713, 714, 716, 717, 718, 719, 799	4				4	14	56
IMMT716	Video for Interactive Media	C= IMMT 711, 712, 713, 714, 715, 717, 718, 719, 799	4				4	14	56
IMMT717	Emerging Trends	C= IMMT 711, 712, 713, 714, 715, 716, 718, 719, 799	2				2	10	20
IMMT718	Interactive Media Industry	C= IMMT 711, 712, 713, 714, 715, 716, 717, 719, 799	2				2	14	28
IMMT719	Introduction to Graphics Applications	C= IMMT 711, 712, 713, 714, 715, 716, 717, 718, 799	2				2	14	28
IMMT799	Storyworks	C= IMMT 711, 712, 713, 714, 715, 716, 717, 718, 719	2				2	14	28
							Total		412

Semester 2 **Winter 2025, Summer 2025**

IMMT721	Senior Project	P= Sem1 C= IMMT 722,723,724,725,726,727,728	2				2	14	28
IMMT722	Collaborative Project	P= Sem1 C= IMMT 721,723,724,725,726,727,728	3				3	14	42
IMMT723	Project Management 2	P= Sem1 C= IMMT 721,722,724,725,726,727,728	4				4	14	56
IMMT724	Interactive Narrative	P= Sem1 C= IMMT 721,722,723,725,726,727,728	3				3	14	42
IMMT725	Development Tools 2	P= Sem1 C= IMMT 721,722,723,724,726,727,728	4				4	14	56

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IMMT726	Analytics	P= Sem1 C= IMMT 721,722,723,724,725,727,728	3				3	14	42
IMMT727	Business Strategy	P= Sem1 C= IMMT 721,722,723,724,725,726,728	3				3	14	42
IMMT728	Studio Mentorship	P= Sem1 C= IMMT 721,722,723,724,725,726,727	3				3	14	42
								Total	350
Semester 3		Summer 2025, Fall 2025							
IMMT731	Entrepreneurship	P= Sem 1 & 2	6				6	5	30
IMMT732	Pitches and Presentations	P= Sem 1 & 2	4				4	5	20
IMMT733	Career Networking	P= Sem 1 & 2	4				4	5	20
IMMT750	Field Placement	P= Sem 1 & 2			35		35	9	315
								Total	385
Minimum Grade Required: (C)									
*Minimum Grade Required: (D)/ Students who test at COMM170/171 exempt			Total Program Hours						1147
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 28/24 _____

Revised Date

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