

MODEL ROUTE

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

Program Number:6410

Program Title:Interactive Media Management

Credential:

☐ Certificate

☒ Graduate Certificate

☐ Degree

☐ Diploma

☐ Advanced Diploma

☐ Centennial College Certificate

Program Delivery Mode:

☒ Co-Op

☐ Online

☐ Fast Track

☐ Hybrid

☐ Non Co-op

Duration :

☐ 1 Semesters

☐ 4 Semesters

☐ 2 Semesters

☐ 6 Semesters

☒ 3 Semesters

☐ 8 Semesters

Campus:SAC

Department Code:3705

Intake:

Fall, Winter

Course Code	Course Title	Co/Pre Requisite (Course Code)	Lab Hours	Lecture Hours	Field Placement Hours	Course Delivery OOL=Online BL=Blended HYB = Hybrid	Total Course Hrs (Lab + Lecture + Field)	Weeks (14)	Total Hours
Semester 1									
Fall 2025, Winter 2026									
IMMT 711	User Experience Design	C - semester 1	3				3	14	42
IMMT 712	Content Planning	C - semester 1	2				2	14	28
IMMT 713	Project Management 1	C - semester 1	3				3	14	42
IMMT 714	Interactive Strategy	C - semester 1	3				3	14	42
IMMT 715	Development Tools 1	C - semester 1	4				4	14	56
IMMT 716	Video for Interactive Media	C - semester 1	4				4	14	56
IMMT 717	Emerging Trends	C - semester 1	2				2	10	20
IMMT 718	Interactive Media Industry	C - semester 1	2				2	14	28
IMMT 719	Introduction to Graphics Applications	C - semester 1	2				2	14	28
IMMT 799	Storyworks	C - semester 1	2				2	14	28
ENGL 700 *	Professional English Communications			3			3	14	42
								Total	412
Semester 2									
Winter 2026, Summer 2026									
IMMT 721	Senior Project	P - semester 1 C - semester 2	2				2	14	28
IMMT 722	Collaborative Project	P - semester 1 C - semester 2	3				3	14	42
IMMT 723	Project Management 2	P - semester 1 C - semester 2	4				4	14	56
IMMT 724	Interactive Narrative	P - semester 1 C - semester 2	3				3	14	42
IMMT 725	Development Tools 2	P - semester 1 C - semester 2	4				4	14	56
IMMT 726	Analytics	P - semester 1 C - semester 2	3				3	14	42
IMMT 727	Business Strategy	P - semester 1 C - semester 2	3				3	14	42
IMMT 728	Studio Mentorship	P - semester 1 C - semester 2	3				3	14	42
								Total	350
Semester 3									
Summer 2026, Fall 2026									
IMMT 731	Entrepreneurship	P - semester 1 & 2	6				6	5	30
IMMT 732	Pitches and Presentations	P - semester 1 & 2	4				4	5	20
IMMT 733	Career Networking	P - semester 1 & 2	4				4	5	20
IMMT 750	Field Placement	P - semester 1 & 2			35	◆	35	9	315
								Total	385
Minimum Grade Required: (C)									
								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)									
* Minimum Grade Required: (D)/ Students who test at COMM170/171 exempt									

Signature:



School Dean/Associate Dean

March 24, 2025

Revised Date