

PROPOSED MODEL ROUTE

School:	SCMAD (School of Communication Media, Arts and Design)	Program Number:	6410		
Program Title:	Interactive Media Management	Credential:	☐ Certificate ☐ Diploma	☒ Graduate Certificate ☒ Advanced Diploma	☐ Degree
Program Delivery Mode:	☐ Co-Op ☐ Fast Track ☒ Non Co-op	☒ Online ☒ Hybrid	Duration : ☐ 2 Semesters ☐ 4 Semesters ☐ 8 Semesters	☒ 3 Semesters ☐ 6 Semesters	

Campus:	SAC				
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								
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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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