

MODEL ROUTE

| School: | School Of Hospitality, Tourism and Culinary Arts | Program Number: | 1833 | | | | | | |
|---|--|--------------------------------|---|---------------|-----------------------|--|---|-----------------------------|-------------|
| Program Title: | Food Media | Credential: | <input type="checkbox"/> Certificate <input checked="" type="checkbox"/> Graduate Certificate <input type="checkbox"/> Degree <input type="checkbox"/> Diploma <input type="checkbox"/> Advanced Diploma | | | | | | |
| Program Delivery Mode: | <input type="checkbox"/> Co-Op <input type="checkbox"/> Online <input type="checkbox"/> Fast Track <input type="checkbox"/> Hybrid <input checked="" type="checkbox"/> Non Co-op | Duration : | <input checked="" type="checkbox"/> 2 Semesters <input type="checkbox"/> 3 Semesters <input type="checkbox"/> 4 Semesters <input type="checkbox"/> 6 Semesters <input type="checkbox"/> 8 Semesters | | | | | | |
| Campus: | Progress | | | | | | | | |
| Intake: | Fall 2021/Winter 2022 | | | | | | | | |
| 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 2021/Winter 2022 | | | | | | | | |
| FOOD 700 | Introduction to Food Media | | | 3 | | | 3 | 14 | 42 |
| FOOD 715 | Food Media Marketing and Promotion | | | 3 | | | 3 | 14 | 42 |
| FOOD 702 | Recipe Research, Development and Writing | | 2 | 1 | | | 3 | 14 | 42 |
| FOOD 717 | Production and Editing | | 3 | | | | 3 | 7 | 21 |
| FOOD 735 | Exploration of Foodways | | | 3 | | | 3 | 7 | 21 |
| FOOD 703 | Introduction to Digital Media | | | 3 | | | 3 | 14 | 42 |
| FOOD 705 | Food Writing | | | 3 | | | 3 | 14 | 42 |
| FOOD 720 | Food Media Concept Production I | | 1 | 3 | | BLD | 4 | 14 | 56 |
| | | | | | | | | Total | 308 |
| Semester 2 | Winter 2022/Summer 2022 | | | | | | | | |
| FOOD 704 | Food Styling and Photography | FOOD 700=P | 3 | | | | 3 | 14 | 42 |
| FOOD 716 | Entertainment and Media Law | FOOD 700=P | | 3 | | | 3 | 14 | 42 |
| FOOD 701 | The Social Media of Food | | | 3 | | | 3 | 14 | 42 |
| FOOD 713 | Food Freelance Entrepreneurship | | | 3 | | | 3 | 14 | 42 |
| FOOD 714 | Media Training | FOOD 700=P | | 3 | | | 3 | 14 | 42 |
| FOOD 712 | Advertising, Negotiation and Sales | FOOD 700=P | | 3 | | | 3 | 14 | 42 |
| FOOD 721 | Food Media Concept Production II | FOOD 700=P FOOD 720=P | 1 | 3 | | BLD | 4 | 14 | 56 |
| | | | | | | | | Total | 308 |
| Minimum Grade Required: C | | | | | | | | | |
| | | | | | | | | Total Program Hours: | 616 |
| C = Co-Requisite; P = Pre-Requisite | | | | | | | | | |
| Notes: | | | | | | | | | |
| ♦ This course may be offered in one of the following modalities (Online, Hybrid or Blended) | | | | | | | | | |

Signature:  Digitally signed by Damian Goulbourne
Date: 2021.03.12 09:50:36 -05'00'

School Dean/Chair

March 11th, 2021

Revised Date