

ADVERTISING AND MARKETING COMMUNICATIONS

Program: ADMC

Credential: Ontario College Diploma

Delivery: Full-time

Work Integrated Learning: 1 Field Placement

Length: 4 Semesters

Duration: 2 Years

Effective: Fall 2022

Location: Barrie

Description

This program is designed to provide training in the theoretical and practical aspects of modern marketing communications. Graduates will be able to perform advertising/communications functions using a variety of media techniques.

Career Opportunities

Graduates may find employment in the advertising or marketing departments of retail, distribution, public relations, computers, and/or manufacturing in creating and placing advertising and promotion materials; may engage in the sale of advertising space or time on behalf of a print or electronic medium; or may enter the advertising agency field, in a creative, research, production or client services role.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. identify, and respond to, clients' advertising and marketing communications objectives by applying marketing and communications principles;
2. perform a market segmentation analysis to identify the organization's target market/audience and define the consumer behavior of each segment;
3. develop an advertising and marketing communications plan and present and defend it persuasively;
4. contribute to evaluating the effectiveness of an advertising and marketing communications initiative;
5. collaborate in the development of advertising and marketing communications material in compliance with current Canadian legislation, industry standards and business practices;
6. participate in the development of creative solutions to address advertising and marketing communications challenges;
7. contribute to planning, implementing, monitoring and evaluating projects by applying project management principles;
8. complete all work in a professional, ethical and timely manner;
9. apply entrepreneurial principles to the marketing communications industry;
10. incorporate concepts of social, environmental and economic sustainability in the development of marketing communications strategies.

Program Progression

The following reflects the planned progression for full-time offerings of the program.

Fall Intake

- **Sem 1:** Fall 2022
- **Sem 2:** Winter 2023
- **Sem 3:** Fall 2023
- **Sem 4:** Winter 2024

Articulation

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator for specific details if you are interested in pursuing such an option.

Additional information can be found on our website at <http://www.georgiancollege.ca/admissions/credit-transfer/>

Admission Requirements

OSSD or equivalent, with a recommended minimum of 60 per cent in

- Grade 12 English (C or U)

Mature students, non-secondary school applicants (19 years or older), and home school applicants may also be considered for admission. Eligibility may be met by applicants who have taken equivalent courses, upgrading, completed their GED, and equivalency testing. For complete details refer to: www.georgiancollege.ca/admissions/academic-regulations/ (<http://www.georgiancollege.ca/admissions/academic-regulations/>)

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may also be considered for admission; refer to the Credit Transfer Centre website for details:

www.georgiancollege.ca/admissions/credit-transfer/ (<http://www.georgiancollege.ca/admissions/credit-transfer/>)

Graduation Requirements

16 Program Courses
2 Communications Courses
3 Program Option Courses
3 General Education Courses
1 Field Placement

Graduation Eligibility

To graduate from this program, the passing weighted average for promotion through each semester, from year to year, and to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester unless otherwise stated on the course outline.

Program Tracking

The following reflects the planned course sequence for full-time offerings of the Fall intake of the program. Where more than one intake is offered contact the program co-ordinator for the program tracking.

Semester 1		Hours
Program Courses		
ADVE 1004	Introduction to Advertising	42
ADVE 1007	Advertising Design Basics	42
ADVE 2005	Pitching the Campaign	42
MKTG 1000	Introduction to Marketing	42
Communications Course		
Select 1 course from the communications list during registration.		42
General Education Course		
Select 1 course from the general education list during registration.		42
Hours		252
Semester 2		
Program Courses		
ADVE 1003	Copywriting	42
ADVE 1008	Media Planning	42
ADVE 2001	Integrated Marketing Communications	42
MKTG 1017	Digital Marketing	42
MKTG 1019	Introduction to Marketing Research	42
Communications Course		
Select 1 course from the communications list during registration.		42
Hours		252
Semester 3		
Program Courses		
ADVE 2004	Public Relations	42
ADVE 2020	Social Media	42
ADVE 2021	Media Buying	42
ADVE 2022	Advanced Design	42
General Education Course		
Select 1 course from the general education list during registration.		42
Program Option Course		
Select 1 course from the Program Option Courses listed below during registration.		42
Hours		252
Semester 4		
Program Courses		
ADVE 2006	Campaigns and Professional Practices	42
ADVE 2013	Account and Project Management	42
MKTG 1003	Principles of Sales	42
General Education Course		
Select 1 course from the general education list during registration.		42
Program Option Courses		
Select 2 courses from the Program Option Courses listed below during registration.		84
Field Placement		
Select 1 of the placement opportunities from the Field Placements listed below, contact program co-ordinator for assistance.		160
Hours		412
Total Hours		1168

Code Title

Field Placements

Select 1 placement opportunity from the list below, contact program co-ordinator for assistance.

ADVE 2011	Field Placement - ADMC
ADVE 2019	Career Analysis

Optional Courses

Select from the available list during registration, options may include:

ADVE 2008	Broadcast Copywriting
ADVE 2023	Current Issues in Advertising, Marketing and Communications

BUSI 1002	Consumer Behaviour
BUSI 2011	International Business
BUSI 2024	International Experience
ENTR 1000	Social Entrepreneurship
ENTR 1002	Introduction to Entrepreneurship
ENTR 2007	Intrapreneurship
MGMT 2012	Introduction to Project Management
MKTG 1018	Strategic Marketing Planning
MKTG 2031	Sport Marketing
MKTG 2033	Professional Edge
RECR 1002	Event Planning

Graduation Window

Students unable to adhere to the program duration of two years (as stated above) may take a maximum of four years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

Disclaimer. *The information in this document is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs.*

Program outlines may be subject to change in response to emerging situations, in order to facilitate student achievement of the learning outcomes required for graduation. Components such as courses, progression, coop work terms, placements, internships and other requirements may be delivered differently than published.