

# ADVERTISING AND MARKETING COMMUNICATIONS

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## Program Outline

<b>Major:</b>	ADMC
<b>Length:</b>	2 Years
<b>Delivery:</b>	4 Semesters
<b>Credential:</b>	Ontario College Diploma
<b>Effective:</b>	2013-2014
<b>Location:</b>	Barrie
<b>Start:</b>	Fall (Barrie)

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### 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:

- identify, and respond to, clients' advertising and marketing communications objectives by applying marketing and communications principals;
- perform a market segmentation analysis to identify the organization's target market/audience and define the consumer behavior of each segment;
- develop an advertising and marketing communications plan and present and defend it persuasively;

- contribute to evaluating the effectiveness of an advertising and marketing communications initiative;
- collaborate in the development of advertising and marketing communications material in compliance with current Canadian legislation, industry standards and business practices;
- participate in the development of creative solutions to address advertising and marketing communications challenges;
- contribute to planning, implementing, monitoring and evaluating projects by applying project management principles;
- complete all work in a professional, ethical and timely manner.

### **The Program Progression:**

Fall Intake - Barrie

Sem 1		Sem 2		Sem 3		Sem 4
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Fall		Winter		Fall		Winter
2013		2014		2014		2015

### **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.georgianc.on.ca/academics/articulations/>

### **Admission Requirements:**

You must meet ONE of the following requirements to be eligible for admission to these programs:

Secondary school applicants:

- OSS curriculum: OSSD or equivalent, with a recommended minimum of 60 per cent in Grade 12 English (C) or (U) (ENG4C, ENG4U). Also recommended: any Grade 11 College Mathematics (MBF3C), or Grade 11 University Mathematics

Non-Secondary school applicants (19 years or older):

- Any credit Communication course taken at Georgian College

- College preparatory programs including those taken at Georgian College: Business Foundations and General Arts and Science\*
- Equivalent courses in English taken through secondary school or Independent Learning Centres (at the general, advanced, college or university level)
- Academic and Career Entrance Certificate (ACE) program with communications
- Mature student testing in English that meets the minimum standards for admission (available through most testing services)\*
- Ontario High School Equivalency Certificate (GED)
- English, Literature or Communication credit courses from accredited colleges/universities

**Home school applicants:**

- Applicants can write the mature student testing in English that meets the minimum standards for admission (available through testing services)\*

\* available from Georgian College. For a complete listing please contact the Office of the Registrar.

Non-secondary school applicants who are 19 years of age or over by the first day of classes, and who lack the academic entrance qualifications, may be considered for entrance to an appropriate post-secondary diploma or certificate program as mature applicants. Mature applicants must meet all program specific prerequisites including all selection criteria; equivalencies are stated above. Applicants who are unsure whether they meet admission requirements should contact the Office of the Registrar. In addition, those applying as mature students and having no documentation of Grade 12 education must supply, if required, proof of age, such as a copy of an official birth certificate or driver's licence. Refer to Section 2.5 and 2.6 of the Academic Calendar for further details.

**Credit transfer and course exemptions:**

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may be eligible for credit transfer/course exemptions. Courses/experience must match at least 80% of the learning outcomes of a Georgian College course with a minimum grade of 60% or C achieved in previous coursework; some program exceptions apply (see program outline). For further information please visit the Credit Transfer Centre website: [georgiancollege.ca/admissions/credit-transfer/](http://georgiancollege.ca/admissions/credit-transfer/)

**Graduation Requirements:**

**15 Mandatory Courses**

- 2 Communications Courses
- 4 Optional 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.

**Mandatory Courses**

- ADVE1001 Advertising Design
- ADVE1003 Copywriting
- ADVE1004 Advertising
- ADVE2000 Media Management
- ADVE2001 Integrated Marketing Communications
- ADVE2002 Sales Promotion
- ADVE2004 Public Relations
- ADVE2005 Pitching the Campaign
- ADVE2006 Campaigns and Professional Practices
- ADVE2013 Account Management
- ADVE2015 Digital and Alternative Media
- COMP1000 MacIntosh Computer Applications
- MKTG1000 Introduction to Marketing
- MKTG1003 Personal Selling
- REAS1002 Consumer and Advertising Research

**Communications Courses**

To be selected at time of registration from the College list, as determined by testing.

**Optional Courses**

- ADVE2008 Broadcast Copywriting
- ADVE2009 Visual Communication Techniques
- ADVE2014 Advertising Agency Operations
- ADVE2016 Advanced Copywriting
- ADVE2017 Advertising Agency Operations - Developing Creative
- ADVE2018 Advertising Agency Operations -Practical
- BUSI1002 Consumer Behaviour
- BUSI2011 International Business
- BUSI2013 Event Planning

BUSI2015 E-Commerce  
COMP1002 Web and Internet Fundamentals  
COMP1003 Microcomputer Applications  
COMP1054 Web User Interface Design  
COMP2000 Advertising Computer Applications 2  
COMP2088 Web Content Development  
ENTR1002 Introduction to Entrepreneurship  
MKTG1001 Planning the Marketing Strategy  
MKTG2009 Brand Development and Management

General Education Courses  
To be selected from College list

Field Placement  
ADVE2011 Field Training - ADVE

**Course Descriptions:**

ADVE1001 Advertising Design 42.0 Hours

This course covers the planning and execution of black and white advertising and the principles of visual design as applied to layout and typography. It also covers the mechanics of print production and accompanying technical terms. The course will provide students with the knowledge to design the elements of what makes an ad successful. Students can apply this information in their careers by enabling them to identify and communicate requirements for their ads.

ADVE1003 Copywriting 42.0 Hours

Copywriting introduces students to the art of creating marketing communications messages to persuade/influence all categories of consumers. Students learn the basics of strategy development, creative thinking and marketing communications tools. Emphasis is placed on the creation of advertising messages for both print and electronic media.

ADVE1004 Advertising 42.0 Hours

Advertising, as a subset of the promotion variable in the marketing mix, provides the foundation for this course. The primary focus is on theory and applications in advertising. Sales promotion, a close "cousin", will be discussed. Included is advertising, history, regulations, planning, media selection, and creative approaches to influence customer behaviour.

ADVE2000 Media Management 42.0 Hours

Media Management focuses on the development of the media plan and includes a study of media as an element of the marketing communication process, the development of advertising budgets, media selection methods, media buying processes and evaluation/control procedures. Students are introduced to a computerized advertising media analysis and decision-making tool.

P- ADVE1004 Advertising

#### ADVE2001 Integrated Marketing Communications 42.0 Hours

This course explores the relationships amongst all of the marketing mix elements, particularly promotion from an integrated perspective. Emphasis is placed on formal integrated marketing communications planning.

P- ADVE1004 Advertising

#### ADVE2002 Sales Promotion 42.0 Hours

This course focuses on stimulating consumer action. Students learn practical, well established promotional techniques and how they can be mixed and matched to fit a specific situation. The importance of integrating sales promotion and direct marketing to optimize return on investment will be examined.

P- MKTG1000 Introduction to Marketing

#### ADVE2004 Public Relations 42.0 Hours

This course provides you with an overview of the field of public relations. It covers the function of public relations and introduces you to the communications tools and the tasks, roles, and responsibilities of a public relations professional. Finally, it provides you with insight into future trends within the industry.

P- MKTG1000 Introduction to Marketing

#### ADVE2005 Pitching the Campaign 42.0 Hours

Students learn how to prepare for, and present, formally and informally, advertising campaigns. The emphasis is on campaign pitches and presentations, through effective use of persuasive techniques. Students learn the art of "making the pitch", using current technology.

#### ADVE2006 Campaigns and Professional Practices 42.0 Hours

This course brings together all aspects of the marketing communications process. Students utilize their learning to prepare communications plans and materials for both non-profit and profit-making clients which they have solicited. Students also prepare for their careers by developing a professional portfolio.

P- ADVE1003 Copywriting and P- ADVE2001 Integrated Marketing Communications and C- ADVE2005 Pitching the Campaign

#### ADVE2008 Broadcast Copywriting 42.0 Hours

Broadcast Copywriting builds on and further develops the student's advertising copywriting skills, focusing mainly on broadcast advertising. The course includes

strategy development and radio and television copywriting as well as a look at some of the emerging copywriting disciplines.

P- ADVE1003 Copywriting

ADVE2009 Visual Communication Techniques 42.0 Hours

This course will build on the students understanding of advertising design. Students will use their knowledge of Macintosh computer applications to aid in the creation and execution of design ideas. Colour will be studied and applied to the work produced, and we will look at the costs involved in producing advertising materials. This course covers a wide range of media and focuses also on the responsibilities at different stages within the production process.

P- ADVE1001 Advertising Design and P- COMP1000 MacIntosh Computer Applications

ADVE2011 Field Training - ADVE 160.0 Hours

In consultation with the Field Placement Co-ordinator, students find, and apply for a 4 week work term in the Advertising/Promotion industry - in creative, media, account services, production sales, marketing, etc. Each placement must be approved by the Co-ordinator.

ADVE2013 Account Management 42.0 Hours

Account management is an integral part of advertising agencies. This course introduces you to the account management function. You will learn how the account manager/co-ordinator works with creative and media teams and the client to prepare effective integrated marketing communications materials which meet the client's business objectives.

P- ADVE2001 Integrated Marketing Communications

ADVE2014 Advertising Agency Operations 42.0 Hours

As a member of an Advertising Agency, you will learn the inner workings of a full-service marketing communications agency. You may work with both profit and non-profit organizations on a variety of small and large projects that will provide you with real-world experience.

P- ADVE1003 Copywriting and P- COMP1000 MacIntosh Computer Applications and P- ADVE1001 Advertising Design and P- ADV1 Advertising interview/resume

ADVE2015 Digital and Alternative Media 42.0 Hours

Business can no longer expect consumers to find them; they must find their consumers. This course recognizes non-traditional media and emerging technologies including interactive media, social media, buying and measuring responses, search engine optimization, gaming and mobile applications.

P- ADVE2000 Media Management

ADVE2016 Advanced Copywriting 42.0 Hours

Building on the skills acquired in Copywriting, this course further develops sound creative strategy. From this strategy, the advertising message can be created for a variety of media including print, outdoor, direct mail and broadcast.

**ADVE2017 Advertising Agency Operations - Developing Creative 42.0 Hours**

This course is a continuation of Advertising Agency Operations where you will design, evaluate and revise creative work for clients. These clients may be external profit or non-profit organizations within the community or internal departments at the college. P- ADVE2014 Advertising Agency Operations and C- ADVE2018 Advertising Agency Operations -Practical

**ADVE2018 Advertising Agency Operations -Practical 42.0 Hours**

This course is a continuation of Advertising Agency Operations where you will develop client relationships, create strategy and execute marketing communication pieces according to need. These clients may be external profit or non-profit organizations within the community or internal departments at the college.

P- ADVE2014 Advertising Agency Operations and C- ADVE2017 Advertising Agency Operations - Developing Creative

**BUSI1002 Consumer Behaviour 42.0 Hours**

Consumer Behaviour deals with people in the marketplace. This course looks at approaches social scientists have taken when studying the consumer and the application of their findings in a business or organizational context. Topics include areas related to affect, cognition, behaviour and the environment.

**BUSI2011 International Business 42.0 Hours**

This course provides you with an overview of the systems and challenges of International Business including market entry, manufacturing, competitive advantage, marketing and managing human resources in foreign markets. You will develop an understanding of the differences in political economies, cultural environments and ethics. In addition you will be introduced to cross-border trade, investment theories and global money systems.

**BUSI2013 Event Planning 42.0 Hours**

This course introduces students to the principles, concepts, and steps involved in planning and executing successful events. This course combines a practical and theoretical overview and includes enhanced sections on Catering, Ticketing, Logistics and Operations. Emphasis is placed on planning, budgeting, marketing, organization, risk management, and evaluation.

**BUSI2015 E-Commerce 42.0 Hours**

This course provides the tools, skills and understanding of technological concepts and issues surrounding the emergence of and future directions of electronic business practices, with a strong focus on electronic commerce initiatives. The student develops



an understanding of the current business models, strategies and opportunities in electronic publishing, communication, distribution, collaboration, and online payment options. The focus is on innovative strategic thinking with respect to the use of these techniques in successful new business ventures.

#### COMP1000 MacIntosh Computer Applications 42.0 Hours

This course introduces students to the main Macintosh based software programs used in the advertising industry. Students learn how to create marketing communications materials using page layout, photo manipulation and illustration software.

#### COMP1002 Web and Internet Fundamentals 42.0 Hours

This course covers HTML, client-side scripting and design issues for the World Wide Web. Students will learn how to use HTML source tags, build websites, manage a website's directories, and publish a website. The creation of web pages that conform to web standards and that use cascading style sheets for presentation will be emphasized. Students will work in groups to build mock commercial, institutional, government or educational websites. More advanced topics, such as bandwidth, aesthetics, human-interface and future developments will also be covered.

#### COMP1003 Microcomputer Applications 42.0 Hours

This course will introduce the student to database, spreadsheet, and presentation software. The student will be provided with a working knowledge of the most common business computer application software. This course will provide the student with hands-on learning and independent study.

#### COMP1054 Web User Interface Design 42.0 Hours

Design principles meet web standards and aesthetic challenges in this interface and design course. Topics covered include HTML and CSS page layout techniques, interactive interface elements, colour, file formats, and image and file optimization for web applications, typography, rollovers, and web page production. Fundamentals of screen design are explored in the process of producing original page layouts for the web.

C- COMP1002 Web and Internet Fundamentals

#### COMP2000 Advertising Computer Applications 2 42.0 Hours

In this advanced course, students learn how to use various computer graphics tools for generating printed and electronic promotional materials. Emphasis is placed on integrating components produced in a variety of graphics programs.

P- COMP1000 MacIntosh Computer Applications

#### COMP2088 Web Content Development 42.0 Hours

Students will learn to develop quality Web content that is appropriate for the defined audience, platform, and purpose. They also create new or original content and modify or adapt existing content. Skills in optimizing content for readability, legibility, speed of delivery, and meeting business goals and objectives will be developed. Organization of

selected content such as copy, graphical/photographic content, or motion graphics/video, will be addressed.

#### ENTR1002 Introduction to Entrepreneurship 42.0 Hours

This course is designed to help students evaluate the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. Students will learn about themselves, their decisions, and their goals to determine how entrepreneurship can play a role in their lives. Students will also be introduced to entrepreneurship from an economic perspective and the concepts of environmentally sustainable practices and social entrepreneurship.

#### MKTG1000 Introduction to Marketing 42.0 Hours

This is an overview course with primary focus on marketing products and services to the ultimate consumer. Emphasis is placed on the basic marketing premise that customer needs must be satisfied in order to achieve company objectives. The student gains insight into the complex and interdependent variables involved in developing successful marketing strategies. The strategic marketing planning process is introduced, along with the specific concepts and principles involved in the four key components of the marketing plan - Product, Price, Distribution, and Promotion Strategies.

#### MKTG1001 Planning the Marketing Strategy 42.0 Hours

This course involves the elements that a company controls and uses to put together as its Marketing Program. These four controllable elements are Product, Place, Price, and Promotion. Planning the Marketing Strategy provides an understanding of the growing interest in customer value. This interest is incorporated in designing a successful marketing plan in a consumer-oriented society.

P- MKTG1000 Introduction to Marketing or P- MAR9101 Introduction To Marketing or P- MKTG1004 Marketing Foundations or P- MAR9103 Marketing Foundations or P- MKTG1009 Marketing 1 (ODE)

#### MKTG1003 Personal Selling 42.0 Hours

This course covers the basic concepts and practices of relationship selling. The focus is on a "how to" approach, which stresses learning by doing through examples, exercises and role-playing of selling situations. The skills developed in this course are applicable in all aspects of life - course work, job search, career sales, and idea presentation.

#### MKTG2009 Brand Development and Management 42.0 Hours

Many executives now recognize that one of the most valuable assets a firm is the set of brands that the firm has invested in and developed over time. However, the difficulty and expense of introducing new products puts increasing pressure on firms to skilfully launch their new products as well as manage their existing brands. This course will examine what a brand is, how to successfully develop one, and how to maintain/protect them.

REAS1002 Consumer and Advertising Research 42.0 Hours

Research provides an aid in the decision-making process. Consumer research will focus on consumer attitudes and the influencing behavior of their purchase choices so advertisers can make well-informed decisions about their target audience. You will collect, analyze and make recommendations using primary and secondary research techniques.

**Course Description Legend**

P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

*Information contained in College documents respecting programs 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. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.*