

ADVERTISING AND MARKETING COMMUNICATIONS

Program Outline

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| Major: | ADMC |
| Length: | 2 Years |
| Delivery: | 4 Semesters |
| Credential: | Ontario College Diploma |
| Effective: | 2015-2016 |
| Location: | Barrie |
| Start: | Fall (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:

- 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 |
|--------------|----------------|--------------|----------------|
| ----- | | | |
| Fall 2015 | Winter 2016 | Fall 2016 | Winter 2017 |

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/policies-procedures/

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/

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 unless otherwise stated on the course outline.

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

To be selected from College list

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

This course covers a general overview of advertising and marketing communications, its role in business, advertising-marketing relationships, strategic planning, creative aspects, media choices, and integration of all elements.

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 public relations. It covers the roles and responsibilities of public relations professionals and introduces you to the tools and tasks of practitioners. Finally, it provides you with insight into industry challenges and trends.

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

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

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

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.

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.

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.

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.