

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 2023

Location: Barrie

Description

In this program, you explore the dynamic advertising and marketing communications industry. You gain knowledge in both theoretical and applied aspects of progressive marketing communications and acquire the industry techniques to perform the advertising/communications functions businesses require to compete in traditional and digital marketing environments. You study industry-focused courses, including social media marketing, media planning and buying, integrated marketing and communications, professional presentation skills, sales, graphic design, and digital video and content creation. Opportunities for work-integrated learning offer practical, hands-on experience with Treefort, Georgian's in-house ad agency, where you apply knowledge and skills to develop client-based projects.

Career Opportunities

Graduates may find employment in the advertising or marketing departments of industries, such as retail, distribution, public relations, technology, media and/or manufacturing. Graduates may work in a number of roles, such as creating and placing advertising and promotion materials, engaging in the sale of advertising space or time on behalf of a digital or print medium, or entering 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 principles of marketing and communications;
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 plan and present and defend it persuasively;
4. contribute to evaluating the effectiveness of advertising and marketing communications initiatives;
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 the principles of project management;

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 2023
- **Sem 2:** Winter 2024
- **Sem 3:** Fall 2024
- **Sem 4:** Winter 2025

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

Admission Requirements

- Ontario Secondary School Diploma (OSSD) or equivalent, or mature student status
- 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/ (<https://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 for Prior Learning website for details:

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

Graduation Requirements

19 Program Courses
1 Program Option Course
2 Communications 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	Graphic Design Fundamentals	42
ADVE 2005	Professional Presentation Skills	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 and Content Strategy	42
ADVE 1008	Media Planning	42
ADVE 2001	Integrated Marketing Communications	42
MKTG 1017	Digital Media Marketing and Analytics	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 2013	Account and Project Management	42
ADVE 2020	Social Media Strategy	42
ADVE 2021	Media Buying	42
ADVE 2022	Graphic Design for Advertising	42
ADVE 2024	Digital Video and Content Creation	42
General Education Course		
Select 1 course from the general education list during registration.		42
Hours		252
Semester 4		
Program Courses		
ADVE 2006	Campaigns and Professional Practices	42
ADVE 2023	Emerging Trends in Advertising	42
ADVE 2025	Certifications for the Advertising Industry	35
MKTG 1003	Principles of Sales	42
MKTG 2041	Applied Digital Media Marketing and Analytics	42
Program Option Courses		
Select 1 course from the Program Option Courses listed below during registration.		42
General Education Course		
Select 1 course from the general education list during registration.		42
Field Placement		
Select 1 of the placement opportunities from the Field Placements listed below, contact program co-ordinator for assistance.		160
Hours		447
Total Hours		1203

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:

ENTR 1002 Introduction to Entrepreneurship

MKTG 2031 Sport Marketing and Sponsorship

ADVE 2004 Public Relations

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.