

Advertising – Media Management

Program Code: 6403

Program Length: 12 consecutive months/
3 semesters

Credential: Ontario College Graduate
Certificate

Start: Fall

Campus: The Centre for
Creative Communications

416-289-5100

thecentre@centennialcollege.ca

Program Overview

Your career in advertising starts here.

Advertising Media Management is a unique post-graduate program that will prepare you for the advertising and communications industry in the role of strategic media planning and buying. This hands-on and intensive industry-approved program will provide you with the fundamentals of media management, with a focus on consumer-driven communication channel choices for advertising messages.

In this program:

- you'll develop an expertise in **reaching target audiences** with a creative message.
- you'll build your **business and negotiating skills** on behalf of advertising clients to achieve strategic results.
- you'll complement your in-class education with an **industry field placement** providing you an opportunity to work in the industry and hone your skills.

BENEFITS

PROGRAM HIGHLIGHTS

- you get practical hands-on learning
- the program provides career-ready skills in media management, research, analysis, planning, estimating and buying
- high-level industry professionals teach you and help you to connect with the industry
- the school houses on-site professional software
- the program is unique and the first of its kind in Canada
- extensive career and global job opportunities exist in this field

ADMISSION REQUIREMENTS

Applicants to Graduate Certificate programs must submit an official transcript demonstrating proof of successful completion of a post-secondary diploma or degree program. We will also consider applicants presenting a combination of partial post-secondary education and relevant work experience.

NON-ACADEMIC REQUIREMENTS

- program admission session, including a basic mathematics test and questionnaire

PROGRAM OUTLINE

Semester 1

AAM-322	Professional Practice (wks 8-15)*
AAM-401	Integrated Marketing Foundations*
AAM-411	Business Communications (wks 1-8)*
AMED-401	Interactive Communications I*
AMED-403	Media Research Data and Analyses*
AMED-404	Introduction to Media Planning*
AMED-405	Broadcast Buying and Measurement*
AMED-407	Connection Planning*

Semester 2

AAM-413	Advertising Planning and Campaign Management*
AMED-406	Media Account Administration*
AMED-420	Media Buying and Reporting*
AMED-421	Interactive Communications II*
AMED-423	Media Advertising Negotiation and Sales*
AMED-424	Media Industry Issues*

Semester 3

AMED-450	Field Placement (Media Management)*
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**minimum C grade required*

At A Glance

Successful graduates of this program will launch new careers with:

- advertising agencies
- independent media management companies
- marketing companies
- multi-media owners and sellers
- research companies
- advertisers