

# Advertising

Program Code: 6404

Program Length: 3 years/6 semesters

Credential: Ontario College

Advanced Diploma

Start: Fall

Campus: The Centre for

Creative Communications

416-289-5000 ext. 5100

thecentre@centennialcollege.ca

## Program Overview

Advertising is a unique field where you'll tap into your creative talent, strategic thinking and business savvy to generate new and exciting ideas.

The three-year Advertising program will prepare you with the critical skills you'll need to enter this dynamic field, as you learn how to tell your clients' stories with persuasive advertising in addition to planning and developing ad campaigns.

In this program you will:

- develop your instincts and strategic abilities while meeting deadlines in a professional and creative environment
- be led by a team of seasoned advertising instructors who possess vast experience in the industry
- complete the program with an industry field placement, acquiring experience in the day-to-day activities of the advertising world.

## BENEFITS

### CAREER OUTLOOK

Companies that have hired program graduates include:

- BBDO
- Boom Marketing
- Cossette
- Doner
- DRAFT FCB
- JWT
- Leo Burnett
- MacLaren McCann
- M2 Universal
- Mindshare
- Saatchi and Saatchi
- TBWA
- Y & R

### HIGHLIGHTS

- you'll learn the entire advertising process, including: research, developing strategies, campaign planning, copywriting, production, media planning and buying.
- you'll gain insight into the main areas of agency operation: copywriting, media and account management.
- firm deadlines, multi-tasking, working under pressure and delivering professional presentations are part of the program.
- semester 5 features specialization streams that provide an advanced concentration in copywriting, media planning and buying or account service.

## ADMISSION REQUIREMENTS

Centennial College expects students applying for admission to certificate or diploma programs to present at minimum an Ontario Secondary School Diploma (OSSD) or equivalent or be 19 years of age or older. Possession of minimum admission requirements does not guarantee admission to the program.

### ACADEMIC REQUIREMENTS

- compulsory English 12C or U, or skills assessment or equivalent

### NON-ACADEMIC REQUIREMENTS

- program admission session
- writing test
- English proficiency will be considered in the admission process

## PROGRAM OUTLINE

### Semester 1

CA-101	Intro to Agency Advertising*
CA-104	Advertising Campaign Presentation
CA-105	Foundations in Marketing*
CO-108	Tools and Processes for Communicators
COMM-170	College Communication 2
GNE-106	Consumer Psychology

### Semester 2

CA-103	Advertising Research*
CA-106	Integrated Marketing*
CA-200	Copywriting I*
CA-210	Account Management*
CO-106	Imaging
COMM-180	College Communication 3

### Semester 3

CA-201	Advertising Media Selection*
CA-206	Advertising Planning*
CA-209	Advertising Design & Production*
CA-300	Copywriting II*
GNE-500	Global Citizenship: From Social Analysis to Social Action

### Semester 4

CA-208	Radio & TV Advertising*
CA-211	New Media & Print Production
CA-305	Campaign Planning*
CA-319	Advertising Business Writing*
GNE-500	General Education Elective

### Semester 5

#### All Streams

CA-321	Advertising Issues*
CA-322	Professional Practice*

#### Account Service Stream – Section 001

CA-317	Administration & Finance*
CA-318	Special Project*
CA-320	Advertising Campaign Management*
CA-323	Strategic Planning

#### Media Stream – Section 002

AMED-401	Interactive 1*
AMED-405	Broadcast Buying and Measurement*
CA-317	Administration & Finance*
CA-318	Special Project*
CA-320	Advertising Campaign Management*

#### Copywriting Stream (Creative) – Section 003

CA-318	Special Project*
CA-311	Copywriting III*
CA-324	New Media for Advertisers
CA-325	Portfolio Design*

### Semester 6

CA-350	Field Placement*
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\*minimum C grade required to pass

## At A Glance

Graduates start new careers in advertising fields such as:

- Account Management
- Media Buying and Planning
- Marketing
- Interactive
- Copywriting
- Production
- Direct Marketing
- Promotions
- Event Marketing