

Advertising – Account Management

Program Code: 6419

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

The Advertising Account Management program will prepare you for the client service area of the integrated marketing and communications industry. The advertising world needs specialized account managers, who understand the full scope of advertising tactics and can manage integrated communication plans from inception to final production.

Advertising Account Management is a unique field where you'll maximize your creative, strategic and business skills to develop and coordinate advertising, sales promotion, event marketing, interactive, or direct marketing. If you like planning, managing and working in collaborative and professional teams, then this program will provide you with what you need to speed past the competition. You'll be mentored by a team of seasoned professionals as you build new skills and confidence for the industry.

TESTIMONIALS

"I gained everything I needed and more from this program. I learned a bit of everything. All the professors were still involved in the industry, and they had very specific knowledge and a large breadth of it. I wouldn't be where I am now if I hadn't taken the step and enrolled in the Advertising – Account Management program."

Chris Rotolo, Director of Operations,
Compound, Ontario College Graduate
Certificate, Advertising Account
Management, 2006

BENEFITS

CAREER OUTLOOK

Companies that have hired Centennial graduates include:

- Agency 59
- Canadian Tire
- Cossette Communications
- Doner Canada
- Draft FCB Toronto
- J. Walter Thompson
- MacLaren McCann
- Palmer Jarvis DDB
- Taxi
- Young & Rubicam

PROGRAM HIGHLIGHTS

- the program provides hands-on practical learning
- students are equipped with career-ready skills in marketing communication management, media business communication
- faculty members are from the industry and can help you connect with the industry
- on-site professional computer software, media planning and research systems are available
- industry-recognized graduate certificate reflects a high standard of learning and is only available through the Centre for Creative Communications
- a 15-week industry field placement allows you to gain critical knowledge, professional relationships and work experience.

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 writing test and questionnaire

PROGRAM OUTLINE

Semester 1

AAM-103	Advertising Research*
AAM-322	Professional Practice (wk 8-15)*
AAM-401	Integrated Marketing Foundations*
AAM-403	Account Management Practices*
AAM-404	Media for Account Managers*
AAM-406	Communications Agency Primer*
AAM-407	Broadcast Production Basics (wk 8-14)*
AAM-411	Business Communications (wk 1-8)*

Semester 2

AAM-323	Strategic Planning*
AAM-402	Copywriting Techniques*
AAM-405	Design and Production Fundamentals*
AAM-410	Advanced Integrated Marketing*
AAM-412	Agency Finance & Operations*
AAM-413	Advertising Planning & Campaign Management*
AAM-414	Advertising Issues for Account Managers*

Semester 3

AAM-420	Placement (Account Management)*
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*minimum C grade required to pass

At A Glance

Graduates start new careers with leading marketing and communications companies in

- advertising
- sales promotion
- event marketing
- interactive marketing
- direct marketing