



PROGRAM DESCRIPTION

- The program is divided into three core areas: creative strategy and creative execution; case study; and creative thinking – expressing ideas differently and thinking outside the box
- Students gain an understanding of advertising and marketing objectives; consumer needs and wants; media strategies including social media; and concept execution, including copywriting, graphics, layout and design
- Workshops and activities promote social, cultural and personal understanding
- Individual and team assignments challenge students to put their knowledge into practice
- Student work is displayed to demonstrate creative, innovative problem solving

APPROXIMATE COSTS (2013-2014)

Domestic Tuition/Ancillary Fees: \$3,659 (two semesters)
 Consumables Fee: \$100
 Books and Supplies: \$400
 Additional costs, such as travel and parking, may be incurred during workplace visits, etc.

ADMISSION REQUIREMENTS

Required Academic Preparation

- OSSD/OSSGD or equivalent with courses at the general, advanced, (C) (U) or (M) level, and
 - Grade 12 English (C) level or equivalent
- OR
- Mature applicant (see loyalistcollege.com)

DIPLOMA TO DEGREE OPTIONS

Earn credit recognition at these institutions, or contact your university of choice to make individual arrangements. New agreements are added annually; visit loyalistcollege.com for the latest details.

- Algoma University College
- Athabasca University
- Davenport University
- Griffith University
- Laurentian University
- University of Ontario Institute of Technology

LOYALIST

LOYALIST COLLEGE

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loyalistcollege.com



ADMC
ADVERTISING AND
MARKETING COMMUNICATIONS



LOYALIST

COLLEGE

ADVERTISING AND MARKETING COMMUNICATIONS



Contact: admc@loyalistic.on.ca

PROGRAM LENGTH

Two-Year Ontario College Diploma

HIGHLIGHTS

- Enjoy the freedom to be inventive and creative – take ideas and play with them
- Small class sizes encourage dynamic interaction and discussion
- Projects and case studies offer realistic challenges
- Guest speakers and workplace visits provide exposure to a variety of careers and the opportunity to network with professionals
- Formal program awards at the end of the year provide recognition and can add to your résumé and portfolio

CAREER OPPORTUNITIES

- The advertising and marketing communications industry is vast and expanding
- Graduates may work in advertising and marketing communications agencies; corporate advertising departments in large or regional companies; newspapers and magazines; television and radio broadcasting; and web development companies
- Find work in sales promotion, event promotion, public relations, direct marketing, and social media positions in a wide variety of companies
- There are also opportunities in research companies, not-for-profit agencies such as city economic development departments, tourism, health services, and charities
- Entry-level salaries can range from \$27,000 to \$37,000



JOB POSSIBILITIES

Junior account executive

Assistant or junior strategic planner

Junior social media strategist

Community manager

Junior copywriter

