Part-time Program Delivery Schedule

Advertising and Marketing Communications Diploma (ADMC)
Ontario College Diploma
Winter 2027 intake

Graduation requirements: 19 Program Courses, 1 Program Option Course, 2 Communications Courses, 3 General Education Courses, 1 Field Placement

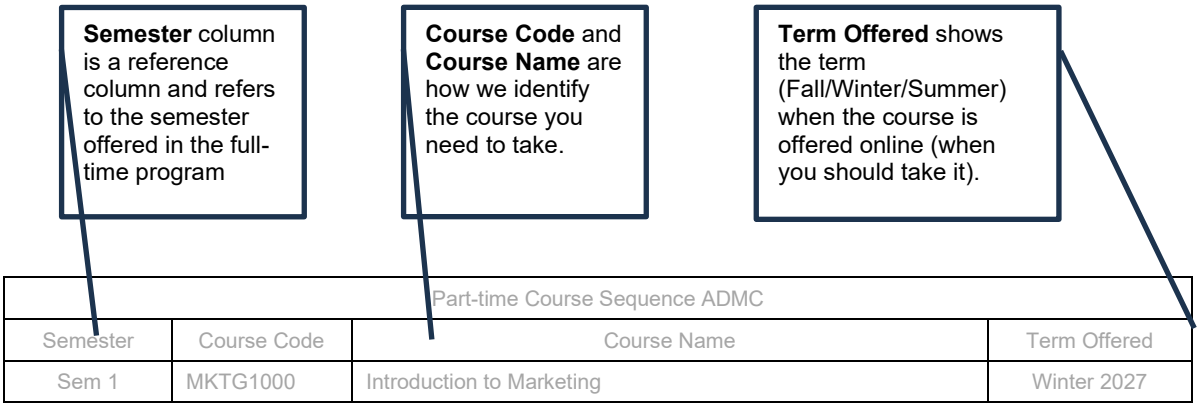
Welcome to the program! We have a sequencing of courses for you to follow.

On the pages of this document you will find a course sequencing for students taking 3 courses per semester.

Part-time students:

- can take a maximum of 3 courses in a semester
- can vary the number of courses they take every semester (1, 2, or 3 courses)
- can take one semester off per year.

How to use this document:



Part-time Course Sequence ADMC			
Semester	Course Code	Course Name	Term Offered
Sem 1	MKTG1000	Introduction to Marketing	Winter 2027

All courses in this program are delivered in-person at the Barrie campus. Some courses are available online – refer to the webpage to view online equivalencies.

You cannot complete this entire program online.

ADMC program page

Communications and General Education courses have many online sections.

Part-time Course Sequence ADMC – Winter 2027 start			
Semester	**Course Code**	**Course Name**	**Term**
Sem 1	MKTG1000	Introduction to Marketing	Winter 2027
Sem 2	ADVE1003	Copywriting and Content Strategy	Winter 2027
Sem 2	ADVE1008	Media Planning	Winter 2027
Sem 1	COMM1016	Communications Essentials	Summer 2027
Sem 2	MKTG1023	Marketing Communications 1 (ODE) *Online equivalent for ADVE2001* *Students wishing to take ADVE2001 – this course runs in-person in the Winter semester. We have listed MKTG1023 as an online alternative.*	Summer 2027
Sem 1	ADVE2005	Professional Presentation Skills	Fall 2027
Sem 1	ADVE1004	Introduction to Advertising	Fall 2027
Sem 1	ADVE1007	Graphic Design Fundamentals	Fall 2027
Sem 2	MKTG1019	Intro to Marketing Research *(prerequisite: MKTG1000)*	Winter 2028
Sem 4	ADVE2006	Campaigns and Professional Practices *(prerequisite: ADVE2001 or MKTG1023)*	Winter 2028
Sem 4	ADVE2023	Emerging Trends in Advertising *(prerequisite: MKTG1000 OR ADVE2001)*	Winter 2028
Sem 2	MKTG2045	Digital Marketing (ODE) *(prerequisite: MKTG1000)* *Online equivalent for MKTG1017* *Students wishing to take MKTG1017 – this course runs in-person in the Winter semester. We have listed MKTG1017 as an online alternative.*	Summer 2028
Sem 1	GNEDxxxx	General Education	Summer 2028
Sem 2	GNEDxxxx	General Education	Summer 2028
Sem 3	ADVE2022	Graphic Design for Advertising *(prerequisite: ADVE1007)*	Fall 2028
Sem 3	ADVE2021	Media Buying *(prerequisite: ADVE1008)*	Fall 2028
Sem 3	ADVE2020	Social Media Strategy	Fall 2028
Sem 4	MKTG2041	Applied Digital Marketing and Analytics *(prerequisite: MKTG1017 or MKTG2045)*	Winter 2029
Sem 4	ADVE2025	Certifications for the Advertising Industry (35 hours) *(prerequisite: ADVE2020 and MKTG1017)*	Winter 2029
Sem 4	ADVE2024	Digital Video and Content Creation *(prerequisite: MKTG1000 and ADVE1007)*	Winter 2029
Sem 4	MKTG1022	Personal Selling (ODE) (ONLINE Equivalent to MKTG1003)	Summer 2029
Sem 3	GNEDxxxx	General Education	Summer 2029
Sem 3	ADVE2013	Account and Project Management *(prerequisite: MKTG1000)*	Fall 2029
Sem 3	OPTION	Choose from list at time of registration	Fall 2029

**** Note – courses schedule subject to change ****

Field Placements – choose ADVE2011 (160 hours) or ADVE2019	Winter 2030

Option courses

ENTR1002	Introduction to Entrepreneurship	MKTG2031	Sport Marketing and Sponsorship
ADVE2004	Public Relations		

Field Placements

ADVE2011	Field Placement ADMC	160 hours (four-week work term)
ADVE2019	Career Analysis	comprehensive research report

Refer to the program outline for more information.