

Part-time Program Delivery Schedule

Advertising and Marketing Communications Diploma (ADMC) Ontario College Diploma Fall 2025 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:

Semester column is a reference column and refers to the semester offered in the full-time program

Course Code and **Course Name** are how we identify the course you need to take.

Term Offered shows the term (Fall/Winter/Summer) when the course is offered online (when you should take it).

Part-time Course Sequence ADMC			
Semester	Course Code	Course Name	Term Offered
Sem 1	MKTG1000	Introduction to Marketing	Fall 2025

All courses in this program are delivered in-person at the Barrie campus. Some courses are available online – refer to the chart on the last page which shows online equivalents. You cannot complete this entire program online.

Communications and General Education courses have many online sections.

Part-time Course Sequence ADMC			
Semester	Course Code	Course Name	Term
Sem 1	MKTG1000	Introduction to Marketing	Fall 2025
Sem 1	ADVE1004	Introduction to Advertising	Fall 2025
Sem 1	ADVE1007	Graphic Design Fundamentals	Fall 2025
Sem 2	MKTG1017	Digital Marketing and Analytics <i>(prerequisite: MKTG1000)</i>	Winter 2026
Sem 2	MKTG1019	Intro to Marketing Research <i>(prerequisite: MKTG1000)</i>	Winter 2026
Sem 2	ADVE1003	Copywriting and Content Strategy	Winter 2026
Sem 1	COMMxxxx	Communications Course	Summer 2026
Sem 2	MKTG1016	Integrated Marketing Communications 1 (ODE) <i>Online equivalent for ADVE2001</i>	Summer 2026
Sem 1	GNEDxxxx	General Education	Summer 2026
Sem 1	ADVE2005	Professional Presentation Skills	Fall 2026
Sem 3	ADVE2022	Graphic Design for Advertising <i>(prerequisite: ADVE1007)</i>	Fall 2026
Sem 3	ADVE2013	Account and Project Management <i>(prerequisite: MKTG1000)</i>	Fall 2026
Sem 2	ADVE1008	Media Planning	Winter 2027
Sem 4	ADVE2023	Emerging Trends in Advertising <i>(prerequisite: MKTG1000 OR ADVE2001)</i>	Winter 2027
Sem 4	OPTION	Choose 1 option course during registration	Winter 2027
Sem 4	MKTG1022	Personal Selling (ODE) (ONLINE Equivalent to MKTG1003)	Summer 2027
Sem 2	COMM2xxx	Communications Course – 2000s level	Summer 2027
Sem 3	GNEDxxxx	General Education	Summer 2027
Sem 3	ADVE2020	Social Media Strategy	Fall 2027
Sem 3	ADVE2021	Media Buying <i>(prerequisite: ADVE1008)</i>	Fall 2027
Sem 4	GNEDxxxx	General Education	Fall 2027
Sem 3	ADVE2024	Digital Video and Content Creation <i>(prerequisite: MKTG1000 and ADVE1007)</i>	Winter 2028
Sem 4	ADVE2006	Campaigns and Professional Practices <i>(prerequisite: ADVE2001)</i>	Winter 2028
Sem 4	MKTG 2041	Applied Digital Marketing and Analytics <i>(prerequisite: MKTG1017)</i>	Winter 2028
Sem 4	ADVE2025	Certifications for the Advertising Industry (35 hours) <i>(prerequisite: ADVE2020 and MKTG1017)</i>	Summer 2028

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

Field Placements – choose ADVE2011 or ADVE2019	Summer 2028
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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.

COMMUNICATIONS courses – review information on choosing Communications [here](#).

Level 1 Communications course (pre-requisite for 2nd level Comms)

CHOOSE one of the courses below:

[COMM1016](#)

[COMM1024](#)

2000s Level or 2nd Level COMM course:

Media Relations ([COMM2014](#))

Proposal Writing ([COMM2015](#))

Work Environment Communication ([COMM2017](#))

Virtual Communication ([COMM2019](#))

Technical Communication ([COMM2020](#))

Dynamic Presentations ([COMM2021](#))

The Visual World ([COMM2022](#))

Culture and Communication ([COMM2023](#))

Communications 2 (ODE) ([COMM2025](#))

Questions?

Advertising and Marketing Communications

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