ST. CLAIR
C O L L E G E

B875 - Advertising and Marketing Communication Management

AAL	Course Code	Course Title	Course Weight	Delivery			
				In-Person	Hybrid	Online	Clinical
1	ADV122G	Mass Communications In A Cultural Context	3			X	
1	ADV438	Trans-Media Public Relations	2			X	
1	ADV107	Intro. To Layout & Design	3			X	
1	ADV120	The Business Of Advertising	3			X	
1	ADV211	Principles Of Marketing I	3			X	
1	ADV106	Introduction To Digital Media	2			X	
3	ADV313	Web Design I	3			X	
3	ADV322	Broadcast Media Estimating And Research	3			X	
3	ADV325	Digital Design 2	3			X	
3	ADV309	Copywriting For Print Media	2			X	
3	ADV345	Consumer Research Concepts And Techniques	3			X	
3	ADV411	Marketing Planning I	3			X	
3	ADV307	Business Presentations	3			X	
5	ADV521	Web Analytics	3			X	
5	ADV505	Digital Agency	3			X	
5	ADV531	Mobile Marketing	3			X	
5	ADV529	Social Media Marketing	3			X	
5	ADV504	Trans-Media Planning 2	3			X	
5	ADV532	Trans-Media Account Planning	3			X	
5	ADV536	Trans Media Sales Promotion & Events	3			X	

* Hybrid is a combination of online and face to face delivery