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[Advertising - Media Management](#)

[Ontario Graduate Certificate](#)

[Program Code: 20881](#)

[Campus: Lakeshore](#)

[Length: 3 semesters](#)

Humber's Advertising Media Management Ontario graduate certificate program gives you the knowledge and skills to effectively manage marketing campaigns.

Throughout the program, you will learn how to translate marketing objectives into focused media campaigns, assess the strength of a media plan, and develop a media budget.

Upon graduation, you will have learned how to speak knowledgeably and persuasively in a media environment, and how to negotiate with media buyers.

With this comprehensive understanding of both the traditional and digital media landscape, you will hit the ground running in your new career.

Gain hands-on industry experience giving you the opportunity to apply what you've learned in the classroom to a real-world business environment.

[Courses](#)

[Semester 1](#)

[AMM 5000:](#)

[AMM 5002:](#)

[AMM 5003:](#)

[AMM 5004:](#)

[AMM 5005:](#)

[AMM 5006:](#)

[BISM 5010:](#)

[Semester 2](#)

[AMM 5007:](#)

[AMM 5008:](#)

[AMM 5009:](#)

[AMM 5010:](#)

[AMM 5011:](#)

[AMM 5013:](#)

[Semester 3](#)

[AMM 5012:](#)

[Admission Requirements](#)

Admission selection is based on the following 3 requirements:

[. Academic](#)

To be eligible for admission, you must possess the following:

A bachelor's degree, advanced diploma or equivalent

[Mature Applicants](#)

[Diplomas and Certificates](#)

An applicant is considered a mature applicant if they have not completed secondary school or other postsecondary school, and will be 19 years of age or older by September 1st of the year of admission.

[Degrees](#)

An applicant is considered a mature applicant if they have not completed secondary school or attended postsecondary studies, and will be 19 years of age or older by September 1st of the year of admission.

[College Transfer Applicants](#)

[Diplomas and Certificates](#)

An applicant is considered a college transfer applicant if they have completed some or all of a college-level credential. Humber may accept up to 60 credits from a college-level credential towards the Ontario Graduate Certificate.

[Degrees](#)

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[University Transfer Applicants](#)

[Diplomas and Certificates](#)

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[Degrees](#)

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[. English Language Proficiency](#)

All applicants whose first language is not English must meet Humber's English Language Proficiency Policy.

[. International Credit Evaluation](#)

Canadian citizens or permanent residents with international education are required to provide a credential evaluation. Note, for international students, a credential evaluation is required for all degrees.

[How to Apply](#)

Applications are made through ontariocolleges.ca. See program page for details.

[International Academic Equivalency](#)

Admission equivalencies for Humber depend on your country of study. Please see admission requirements on the program page for details.

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