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Bachelor of Creative Advertising

Honours Degree

Program Code: 22041

Campus: Lakeshore

Length: 8 semesters

You're smart. That's a good start. Also funny and creative. You've been called "talented." You do stuff like write, draw, paint, design.

We certainly think so. How about art director, copywriter, strategist, or account executive in the world of advertising – probably the

In Humber's Bachelor of Creative Advertising program, you'll work hard. You'll get a lot of depth and theory, but you'll do even more.

The BoCA program provides a unique, 360-degree education in the key aspects of modern advertising: art direction, copywriting, and

So why do a degree? Because the BoCA program trains future industry leaders. Seventy-eight per cent of BoCA graduates currently

Sound like you? Check out our grad profiles, awards lists and full program details on our website.

Students will gain practical, hands-on experience in the industry by completing a mandatory field experience in the winter semester.

Courses

Semester 1

ADV 1000: Introduction to Advertising

ADV 1001: Visual Communications

ADV 2002: Design Technology

MKTG 1001: Principles of Marketing

Select 1 from the following courses

DEGE: Degree Breadth Elective

Semester 2

ADV 1500: Advertising Strategy 1

ADV 1501: Creative Concepts

ADV 1502: Typography 1

ADV 1503: Presentation Skills

Select 1 from the following courses

DEGE: Degree Breadth Elective

Semester 3

ADV 2003: Copywriting 1

ADV 2005: Research for Advertising

HIST 1002: History of Advertising

MKTG 2501: Promotion

Select 1 from the following courses

DEGE: Degree Breadth Elective

Semester 4

ADV 2000: Art of Persuasion

ADV 2004: Creative Thinking 1

ADV 2500: Art Direction

ADV 2502: The Business of Advertising

Select 1 from the following courses

DEGE: Degree Breadth Elective

Semester 5

ADV 3000: Advertising Strategy 2

ADV 3001: Copywriting 2

ADV 3003: Advertising Studio 1

ADV 3502: Typography 2

Select 1 from the following courses

DEGE: Degree Breadth Elective

Semester 6

ADV 3500: Creative Content Development and Production

ADV 3503: Advertising Studio 2

ADV 3505: Creative Concepts: Multiplatform Storytelling

ADV 3509: Professional Practice

Select 1 from the following courses

DEGE: Degree Breadth Elective

Required 1 from the following courses

Semester 7