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[Back to Program Page](#)

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[Advertising - Account Management](#)

[Ontario Graduate Certificate](#)

[Program Code: 15051](#)

[Campus: Lakeshore](#)

[Length: 3 semesters](#)

Looking to combine expertise in strategy, creativity and process management with writing, presentation and communication skills?

Humber's Advertising - Account Management (AAM) graduate certificate program will prepare you to effectively manage a client-f

In the AAM program, you will develop a greater understanding of the world of creative advertising. Over eight months, you will pre

This program is primarily directed at creating confident advertising agency account managers but is very adaptable to other comm

The AAM program is a unique, writing-intensive program that explores skills from the advertising and creative side and the project

Engaging classes include many industry guest speakers, current communication challenges, in-class activities and case studies. A

Humber's approach to the practical application of knowledge will enable you to build confidently on your existing learning and mov

By incorporating people skills and critical thinking, you will acquire the essential knowledge to contribute to the fast-paced, creati

As a graduate, you will be an asset in three key areas:

- client relationships
- creativity
- process management

Ultimately, you will learn to solve specific advertising and marketing communications challenges by providing strategic insights into

Digital storytelling and new communications platforms are integrated throughout the program. An in-depth understanding of integr

When you join this program, you will also meet other postgraduate students who hope to work in the industry alongside you.

Humber offers certificates in Advertising Copywriting, Account Management and Art Direction where these students have combine

Replicating the ad industry itself, the Ad Studio course allows students from the three advertising disciplines to work together in cr

Just like in the real world. Only at Humber.

Is this program right for me?

A career in advertising is demanding but exciting. But how will you know if the Advertising - Account Management program is right

Ask yourself these questions:

- Do you want to start networking on day one?
- Are you interested in understanding how advertising strategies come to life?
- Do you have strong writing skills?
- Are you excited about creating plans and watching them come to life?
- Do you want to work with teams of creative and business minds?
- Do you want to work at or with some of the world's best agencies and/or brands?
- Do you want to meet others who will be in the industry with you, including copywriters and art directors?

If you answered yes to these questions, then this program may be the right path for you.

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

Courses

Semester 1

AAM 5015:

AAM 5020:

AAM 5025:

AAM 5111:

AAM 5115:

FAA 5000:

FAA 5005:

Semester 2

AAM 5030:

AAM 5035:

AAM 5050:

AAM 5055:

AAM 5065:

AAM 5215:

FAA 5205:

Semester 3

AAM 5060:

Admission Requirements

Admission selection is based on the following 4 requirements:

Academic