

Print Friendly Version - Humber College

[Skip to content](#)

[Back to Program Page](#)

[Print](#)

[Print/PDF Help](#)

[Share](#)

Advertising and Marketing Communications

Diploma

Program Code: 04621

Campus: Lakeshore

Length: 4 semesters

Humber's Advertising and Marketing Communications diploma program will equip you with promotional writing, presentation and communication skills.

This program focuses on providing you with skills that enable you to work with advertising creatives including copywriters, graphic designers, and public relations.

Your first semester is shared with the Advertising and Graphic Design, Journalism, Public Relations, and Media Communications programs.

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

Courses

Semester 1

GNED 101: An Introduction to Arts and Sciences

MDCP 100: Introduction to Media Studies

MDCP 101: Innovative Design

MDCP 102: Web Design

MDCP 103: Communication Skills

MDCP 104: Digital Imaging

WRIT 100: College Reading and Writing Skills

Semester 2

ADMC 100: Introduction to Advertising

ADMC 150: Introduction to Marketing Communications

ADMC 153: Research

ADMC 201: Digital and Social Media

WRIT 200: Workplace Writing Skills

Select 1 from the following courses

GNED: General Elective

Semester 3

ADMC 152: Design and Production

ADMC 200: Copywriting

ADMC 202: Professional Practice

ADMC 203: Introduction to Public Relations

ADMC 204: Media Planning

ADMC 205: Creative Entrepreneurship

ADMC 251: Integrated Marketing Communications

Semester 4

ADMC 250: Project Co-ordination 2

ADMC 252: Campaign Planning

ADMC 253: Advertising and Marketing Communications Issues

ADMC 254: Presentation Skills 2

ADMC 255: Field Experience - Advertising and Marketing Communications

Select 1 from the following courses

GNED: General Elective

Admission Requirements

Admission selection is based on the following 3 requirements:

. Academic

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

Ontario Secondary School Diploma (OSSD) or equivalent including these required courses:

Grade 12 English (ENG4C or ENG4U or equivalent)

Three Grade 11 or Grade 12 C, M or U courses in addition to those listed above

or

Mature student status

or

College or university transfer status

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 at the time of admission.