



School of Graduate
and Professional
Education



MA in Advertising Communications

Course Schedule

ACADEMIC YEAR 2020-2021

FALL 2020-21 / SEPTEMBER 21 (M) - DECEMBER 19 (SAT)

CN 6071	ADVERTISING IN CONTEXT	3 cr.	R	M	18:30-21:30
CN 6025	DIGITAL MEDIA PRODUCTION	3 cr.	E	T	18:30-21:30
CN 6081	COPYWRITING	3 cr.	E	W	18:30-21:30
CN 6070	ADVERTISING THEORIES	3 cr.	R	TH	18:30-21:30
CN 6490	THESIS IN ADVERTISING COMMUNICATIONS	3 cr.	R	NA	NA

WINTER 2020-21 / JANUARY 7 (TH) - APRIL 6 (TU) / TENTATIVE

CN 6172	CAMPAIGN STRATEGY AND PLANNING	3 cr.	R	M	18:30-21:30
CN 6176	PRACTITIONER'S KIT	3 cr.	R	T	18:30-21:30
CN 6074	CREATIVITY AND IDEATION	3 cr.	R	W	18:30-21:30
CN 6079	DIGITAL ADVERTISING	3 cr.	E	TH	18:30-21:30
CN 6082	ART DIRECTION	3 cr.	E	TH	18:30-21:30
CN 6490	THESIS IN ADVERTISING COMMUNICATIONS	3 cr.	R	NA	NA

SPRING 2020-21 / APRIL 13 (TU) - JULY 24 (SAT) / TENTATIVE

CN 6388	CAPSTONE PROJECT	3 cr.	R	M	18:30-21:30
CN 6075	RESEARCH METHODS IN ADVERTISING	3 cr.	R	T	18:30-21:30
CN 6178	MEDIA PLANNING	3 cr.	E	W	18:30-21:30
CN 6043	BRAND COMMUNICATION	3 cr.	R	TH	18:30-21:30
CN 6285	BRAND IDENTITY DESIGN	3 cr.	E	TBA	18:30-21:30
CN 6490	THESIS IN ADVERTISING COMMUNICATIONS	3 cr.	R	NA	NA

** THESIS duration: 2 terms or 26 weeks

R: Required

E: Elective