



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)

|         |                                      |       |   |    |             |
|---------|--------------------------------------|-------|---|----|-------------|
| CN 6172 | CAMPAIGN STRATEGY AND PLANNING       | 3 cr. | R | M  | 18:30-21:30 |
| CN 6276 | 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