



School of Graduate
and Professional
Education



MA in Advertising Communications

Course Schedule

ACADEMIC YEAR 2021–2022

FALL 2021 / SEPTEMBER 20 (M) - DECEMBER 18 (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 6590	PORTFOLIO IN ADVERTISING	3 cr.	R	TH	18:30-21:30
CN 6389	THESIS IN ADVERTISING COMMUNICATIONS	3 cr.	R	N/A	N/A

WINTER 2022 / JANUARY 10 (M) - APRIL 9 (SAT)

CN 6172	CAMPAIGN STRATEGY AND PLANNING (ON CAMPUS)	3 cr.	R	M	18:30-21:30
CN 6285	BRAND IDENTITY DESIGN (ON CAMPUS)	3 cr.	E	T	18:30-21:30
CN 6074	CREATIVITY AND IDEATION (ON CAMPUS)	3 cr.	R	W	18:30-21:30
CN 6079	DIGITAL ADVERTISING (ON CAMPUS)	3 cr.	E	TH	18:30-21:30
CN 6082	ART DIRECTION (ON CAMPUS)	3 cr.	E	TH	18:30-21:30
CN 6389	THESIS IN ADVERTISING COMMUNICATIONS	3 cr.	R	NA	NA

SPRING 2022 / MAY 3 (TU) - JULY 30 (SAT)

CN 6488	CAPSTONE PROJECT (ON CAMPUS)	3 cr.	R	M	18:30-21:30
CN 6276	PRACTITIONER'S KIT (ON CAMPUS)	3 cr.	R	T	18:30-21:30
CN 6075	RESEARCH METHODS IN ADVERTISING (ON CAMPUS)	3 cr.	R	W	18:30-21:30
CN 6178	MEDIA PLANNING (ON CAMPUS)	3 cr.	E	TH	18:30-21:30
CN 6043	BRAND COMMUNICATION (ON CAMPUS)	3 cr.	R	TH	18:30-21:30
CN 6389	THESIS IN ADVERTISING COMMUNICATIONS	3 cr.	R	NA	NA

* THESIS, CAPSTONE & PORTFOLIO duration: 2 terms or 26 weeks

R: Required

E: Elective