



School of Graduate
and Professional
Education



MA in Advertising Communications

Course Schedule

ACADEMIC YEAR 2022-2023

FALL 2022-23 / September 19 (M) - December 17 (Sat) 2022

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 (ONLINE)	3 cr.	R	TH	18:30-21:30
CN 6389	THESIS IN ADVERTISING COMMUNICATIONS	3 cr.	R	NA	NA
CN 6590	PORTFOLIO IN ADVERTISING	3 cr.	R	NA	NA

WINTER 2022-23 / January 9 (M) - April 8 (Sat) 2023

CN 6172	CAMPAIGN STRATEGY AND PLANNING	3 cr.	R	M	18:30-21:30
CN 6085	BRAND IDENTITY DESIGN	3 cr.	R	T	18:30-21:30
CN 6074	CREATIVITY AND IDEATION	3 cr.	R	W	18:30-21:30
CN 6178	MEDIA PLANNING	3 cr.	E	TH	18:30-21:30
CN 6082	ART DIRECTION	3 cr.	E	TH	18:30-21:30
CN 6389	THESIS IN ADVERTISING COMMUNICATIONS	3 cr.	R	NA	NA
CN 6590	PORTFOLIO IN ADVERTISING	3 cr.	R	NA	NA
CN 6377	INTERNSHIP IN ADVERTISING	3 cr.	R	NA	NA

SPRING 2022-23 / April 25 (Tu) - July 22 (Sat) 2023 / TENTATIVE

CN 6488	CAPSTONE PROJECT	3 cr.	R	M	18:30-21:30
CN 6276	PRACTITIONER'S KIT	3 cr.	R	TH	18:30-21:30
CN 6079	DIGITAL ADVERTISING	3 cr.	E	W	18:30-21:30
CN 6075	RESEARCH METHODS IN ADVERTISING	3 cr.	R	T	18:30-21:30
CN 6389	THESIS IN ADVERTISING COMMUNICATIONS	3 cr.	R	NA	NA
CN 6590	PORTFOLIO IN ADVERTISING	3 cr.	R	NA	NA

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

R: Required

E: Elective