

**CREATIVE ADVERTISING - CAB (StrategicStream)  
2-YEAR DIPLOMA PROGRAM  
EFFECTIVE Fall 2016**

Fall, Winter <b>Semester 1</b> 9 Courses	Winter, Summer <b>Semester 2</b> 8 Courses	Fall <b>Semester 3</b> 8 Courses	Winter <b>Semester 4</b> 8 Courses	
CAB001- 2 hrs Advertising Insights	CAB200 - 3 hrs Desktop Publishing <i>Pre-req. CAB 115</i>	CAB003 - 4 hrs Your Career Stream <i>Pre-req. CAB214</i> <i>Co-req. CAB300</i>	CAB444- 3 hrs Advertising Concept Development and Strategic Executions <i>Pre-req. CAB328</i> <i>Co-req. CAB425</i>	Common courses in both Creative and Strategic Streams
CAB115 - 3 hrs Introduction to Advertising Design and Layout	CAB214 - 4 hrs Advertising Campaign Concept Development <i>Pre-req. CAB115</i> <i>Co-req. CAB200</i>	CAB300 - 3 hrs Desktop Publishing II <i>Pre-req. CAB200</i> <i>Co-req. CAB003</i>	CAB450 - 3 hrs Your Career Launch <i>Pre-req. CAB003</i> <i>Co-Req. FPL408</i>	Strategic Stream courses only
CAB162 - 3 hrs Introduction to Copywriting	CAB 240 - 3 hrs Advertising Media Planning <i>Pre-req. CAB190</i> <i>Co-req. CAB270</i>	CAB312 - 3 hrs Interactive and Integrated Media I <i>Pre-req. CAB214</i> <i>Co-req. CAB352</i>	CAB460 - 3 hrs Advanced Media Planning <i>Pre-req. CAB328</i> <i>Co-req. CAB444</i>	
CAB180 - 2 hrs Advertising Principles and Practices	CAB 270 - 2 hrs Integrated Marketing Communications II <i>Pre-req. CAB190</i> <i>Co-req. CAB240</i>	CAB328 - 3 hrs Advertising Campaign <i>Pre-req. CAB270</i> <i>Co-req. CAB390</i>	CAB462 - 3 hrs Public Relations and Event Planning <i>Pre-req. CAB399</i> <i>Co-req. CAB444</i>	
CAB190 - 3 hrs Introduction: Integrated Marketing and Communication	CAB282 - 3 hrs Copywriting for Broadcast Media <i>Pre-req. CAB162</i> <i>Co-req. CAB214</i>	CAB352 - 2 hrs Copywriting for Direct Response Advertising <i>Pre-req. CAB214</i> <i>Co-req. CAB342</i>	CAB470 - 3 hrs Account Management <i>Pre-req. CAB328</i> <i>Co-req. CAB460</i>	
MRK177 - 2 hrs Marketing Skills and Insights	CAB290 - 3 hrs Introduction to Advertising Research <i>Pre-req. CAB180</i> <i>Co-req. CAB270</i>	CAB390 - 3 hrs Advanced Advertising Research <i>Pre-req. CAB290</i> <i>Co-req. CAB328</i>	CAB472 - 3 hrs Business Management - Direct Response Advertising <i>Pre-req. CAB352</i> <i>Co-req. CAB444</i>	
ISC100 - 2 hrs Introduction to Seneca Studies	XXX XXX - 3 hrs General Education Option	CAB399 - 3 hrs Introduction to Public Relations <i>Pre-req. CAB270</i> <i>Co-req. CAB328</i>	FPL408 - 2 hrs Field Placement / Independent Project <i>Pre-req. CAB003</i> <i>Co-req. CAB450</i>	
EAC150 - 3 hrs College English	EAC594 - 3 hrs Business Communication for the Digital Workplace <i>Pre-req. EAC150</i>	XXX XXX - 3 hrs General Education Option	XXX XXX - 3 hrs General Education Option	
PSY204 - 3 hrs Perception and Communication				