

CREATIVE ADVERTISING - CAB (Creative & Strategic Stream)
2-YEAR DIPLOMA PROGRAM
September 2018 & Onward

Fall, Winter

Winter, Summer

Fall

Winter,

Semester 1

Semester 2

Semester 3

Semester 4

7 Courses

7 Courses

8 Courses

8 Courses

CAB001- 2 hrs
Advertising Insights

CAB115 - 3 hrs
Introduction to
Advertising Design
and Layout

CAB162 - 3 hrs
Introduction to
Copywriting

CAB180 - 2 hrs
Advertising Principles
and Practices

CAB190 - 3 hrs
Introduction: Integrated
Marketing and
Communication

MRK177 - 2 hrs
Marketing Skills and
Insights

COM101— 3 hrs
Communicating
Across Context

CAB200 - 3 hrs
Desktop Publishing I
Pre-req. CAB 115
Co-req. CAB 214

CAB214 - 4 hrs
Advertising
Campaign Concept
Development
Pre-req. CAB115
Co-req. CAB200

CAB240 - 3 hrs
Advertising Media
Planning II
Pre-req. CAB190
Co-req. CAB270

CAB270 - 3 hrs
Integrated Marketing
Communications II
Pre-req. CAB190
Co-req. CAB240

CAB282 - 3 hrs
Copywriting for
Broadcast Media
Pre-req. CAB162
Co-req. CAB214

CAB290 - 2 hrs
Introduction to
Advertising Research
Pre-req. CAB180
Co-req. CAB270

XXX XXX - 3 hrs
General Education
Option

CAB003 - 4 hrs
Your Career Stream
Pre-req. CAB214
Co-req. CAB300

CAB300 - 3 hrs
Desktop Publishing II
Pre-req. CAB200
Co-req. CAB003

CAB312 - 3 hrs
Interactive and
Integrated Media I
Pre-req. CAB214
Co-req. CAB352

CAB328 - 3 hrs
Advertising
Campaign Planning
Pre-req. CAB270
Co-req. CAB390

CAB352 - 2 hrs
Copywriting for
Direct Response
Advertising
Pre-req. CAB214
Co-req. CAB342

XXX XXX - 3 hrs
General Education
Option

Creative Stream
Courses only

CAB315 - 3 hrs
Advertising Concept
Development II
Pre-req. CAB214
Co-req. CAB342

CAB342 - 3 hrs
Advanced
Copywriting Skills
Pre-req. CAB282
Co-req. CAB315

Strategic Stream
courses only

CAB390 - 3 hrs
Advanced Advertising
Research
Pre-req. CAB290
Co-req. CAB328

CAB399 - 3 hrs
Introduction to
Public Relations
Pre-req. CAB270
Co-req. CAB328

CAB444- 3 hrs
Advertising Concept
Development and
Strategic Executions
Pre-req. CAB328
Co-req. CAB425

CAB450 - 3 hrs
Your Career Launch
Pre-req. CAB003
Co-Req. FPL408

FPL408 - 2 hrs
Field Placement /
Independent Project
Pre-req. CAB003
Co-req. CAB450

XXX XXX - 3 hrs
General Education
Option

Creative Stream
Courses only

CAB402 - 3 hrs
Creative Portfolio
Workshop
*Pre-req. CAB342 and
CAB315*
Co-req. CAB425

CAB414 - 3 hrs
Interactive and Integrated
Media II
Pre-req. CAB312
Co-req. CAB444

CAB425 - 3 hrs
Visual Communication II
*Pre-req. CAB315 and
CAB342*

CAB482 - 3 hrs
Creative Development -
Direct Response
Advertising
Pre-req. CAB352

Strategic Stream
courses only

CAB460 - 3 hrs
Advanced Media
Planning
Pre-req. CAB328
Co-req. CAB444

CAB462 - 3 hrs
Public Relations and
Event Planning
Pre-req. CAB399
Co-req. CAB444

CAB470 - 3 hrs
Account Management
Pre-req. CAB328
Co-req. CAB460

CAB472 - 3 hrs
Business Management -
Direct Response
Advertising
Pre-req. CAB352
Co-req. CAB444