

ADVERTISING - CREATIVE MEDIA CURRICULUM - STARTING FALL

010113

SEM 1	FALL (15 weeks)	Book Costs	ISBN #	Book Title
ACM100	Introduction to Marketing	82.00	9780176502522	Marketing (Canadian Edition)
ACM102	Advertising Principles	117.00	9780132405744	Canadian Advertising in Action
ACM104	New Media Production – Stills	TBA		
FCD106	Drawing	17.95	9780874774245	New Drawing on Right Side of Brain
CGE125	General Education Communication	<u>126.75</u>	9780176500467	Business Communication: Brief & Course Pack
	Total	343.70		
SEM 2	WINTER (15 weeks)			
ACM200	Layout and Design			
ACM202	New Media Production - Rich Media			
ACM204	Research as a Tool			
ACM206	Business Presentations			
ACM208	Elements of Copywriting			
CMM205	Communications II			
SEM 3	FALL (15 weeks)			
ACM300	Media Law and Ethics	NBR		
ACM302	Media Planning and Research Integrated Marketing Communications	100.45	9780844235028 + 9780844235127	Media Planning & Workbook
ACM304	Communications	121.75	9780137140749	Integrated Marketing Communications
ACM306	Principles of Project Management	22.00	9780071379526	Project Management
ACM308	Advertising Planning	148.00	9781439082706	Creative Strategy in Advertising & Your Working Guide
ENG200	Creative Writing (Gen Ed)	<u>22.75</u>	9780131610194	Complete Guide to Writing Fiction & Nonfiction
	Total	414.95		
SEM 4	WINTER (15 weeks)			
ACM400	Small Business Ventures			
ACM402	Media Sales Techniques			
ACM404	Campaign Management			
ACM406	Field Placement (6 weeks @ 40hrs)			

NBR=No Book Required

“Canadore College has made every effort to ensure the accuracy of this booklist. It remains the responsibility of each student to compare this list against your schedule to ensure that you purchase and secure only the materials that you need.”