



LaSalle College

MEDIA STRATEGIES AND ADVERTISING

AEC ATTESTATION OF COLLEGE STUDIES DAY | 3 SEMESTERS

NWY.1Q

The Media Strategies and Advertising (AEC) program prepares the next generation of communications professionals and enables those currently working in the industry to refresh their skills. Courses offer an initiation to the field of marketing as well as advertising and its strategies.

The Media Strategies and Advertising (AEC) program prepares the next generation of communications professionals and enables those currently working in the industry to refresh their skills. Courses offer an initiation to the field of marketing as well as advertising and its strategies.

Graduates will be able to fulfill their job descriptions as soon as advertising or media agencies hire them, developing and producing effective communications that will catch the public's attention.

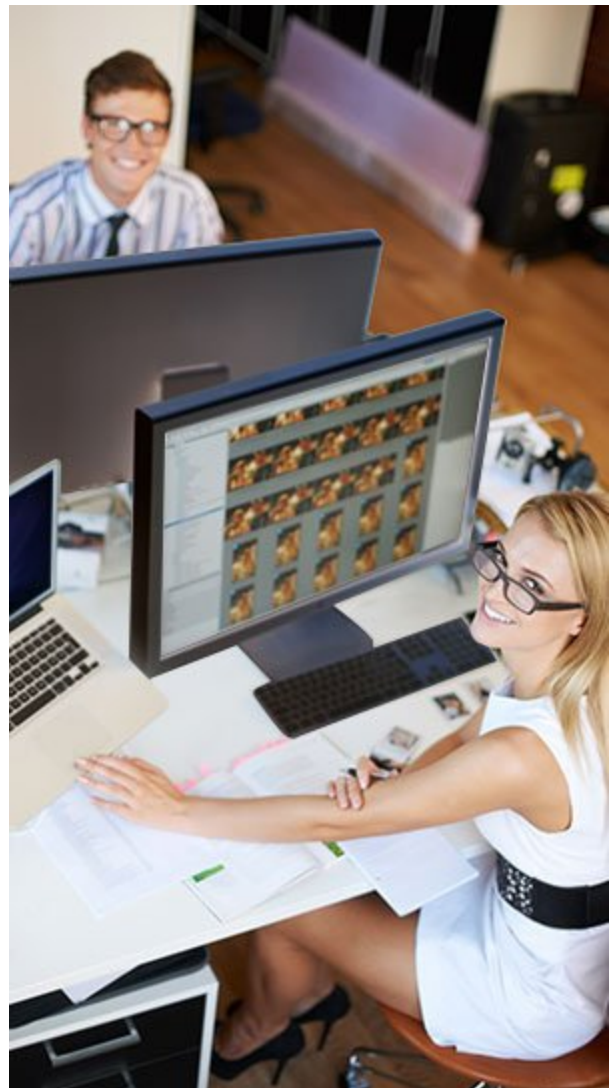
Are you looking to begin or reorient your career in the fields of media strategy and advertising? If yes, this program's for you.

PROGRAM OBJECTIVES

This program was designed for students to acquire the necessary skills to create effective media strategies for promoting products and services. It also trains students to be conscious of visual aspects and to be aware of recent promotional and technological developments in the industry.

CAREER PROSPECTS

- Advertising agencies, communications and marketing departments
- Media placement agencies
- Radio and television stations (as creatives or representatives)
- Newspapers and magazines (as representatives)
- Public relations or marketing agencies
- Public-service, non-profit or para-governmental agencies
- The three levels of government





LaSalle College

MEDIA STRATEGIES AND ADVERTISING

**AEC ATTESTATION OF COLLEGE STUDIES
DAY | 3 SEMESTERS**

NWY.1Q

PROGRAM CONTENT

COURSE TITLE

HOURS

SEMESTER 1 (15 WEEKS)

Introduction to Computer Graphics	60
Writing and Revising Texts related to the Field	45
Introduction to Marketing	45
Advertising and Promotion	60
Work Functions in Media and Advertising (Observation Internships)	45
Social Media and Communication	45
Law Principles Relative to Media and Advertising	60

SEMESTER 2 (15 WEEKS)

Introduction to Graphic Design	60
Interpersonal and Professional Communication	45
Strategic Marketing	45
Ideation in Advertising	60
Commercial Research and Monitoring Methods	45
Advertising Mock-ups	45
Consumer Behavior	45

SEMESTER 3 (12 WEEKS)

Graphic Design	60
Current Topics in Media and Advertising	45
Strategies and Positioning in Advertising	60
Final Project	105
Internship	180



ADMISSION CRITERIA

Have a training deemed sufficient and meet the admission criteria set for college studies.

