

Stream 3: Advertising (27 credits)

Course ID

Course Title

**Mandatory courses
15 credits**

CMN 321	Advertising Business Practice
CMN 322	Creative Advertising
CMN 303	Graphic Design and Production
CMN 422	Packaging and Print Promotions
CMN 425	Writing for Marketing Communication

Students will take *one* course from 300-level
3 credits

CMN 323	Copywriting
CMN 324	Art Direction

Students will take *one* course from 400-level
3 credits

CMN 423	TV Commercials
CMN 424	Radio Commercials

**Optional Courses
6 credits**

Students will take one 300-level and one 400-level course from the other three streams: Journalism, Film – Video and Television Production and Development Communication