LaSalle College
Montréal

Media Strategies and Advertising

DAY | 3 SEMESTERS
1155 hours

AEC
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.

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.

Training Objective

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

Diploma

This program leads to an Attestation of College Studies (AEC).

Admission Criteria

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

2000, Sainte-Catherine Street West
Montréal (Québec)
Canada H3H 2T2

Telephone: (514) 939-2006
1 800 363-3541
lasallecollege.com

LCI EDUCATION
NETWORK
MEMBER

Concentration Courses

Semester 1

- Introduction to Graphic Design (60 h)
- Writing and Revising Texts related to the Field (45 h)
- Introduction to Marketing (45 h)
- Advertising and Promotion (60 h)
- Job Tasks Analysis and Observation (45 h)
- Social Media and Communication (45 h)
- Law Principles Relative to Media and Advertising (60 h)

Semester 2

- Graphic Design II (60 h)
- Interpersonal and Professional Communication (45 h)
- Strategic Marketing (45 h)
- Ideation in Advertising (60 h)
- Commercial Research and Monitoring Methods (45 h)
- Advertising Mock-ups (45 h)
- Consumer Behavior (45 h)

Semester 3

- Graphic Design III (60 h)
- Current Topics in Media and Advertising (45 h)
- Strategies and Positioning in Advertising (60 h)
- Final Project I (60 h)
- Final Project II (45 h)
- Internship (180 h)

* The College reserves the right to substitute some courses.

Bring Your Own Device

The use of a laptop computer is mandatory. Standard or student license software must be installed when requested by teachers.

The following features are required for Macs and PCs:

- Processor: Intel I5 minimum compatible with virtualization
- Memory: 4 GB (8 GB recommended, particularly for Illustrator)
- Hard drive: 500 GB minimum
- Screen: 14 inches minimum
- Connectivity: WIFI and LAN
- Ports: Minimum of one USB 3.0 port
- Mouse (may be wireless)

Required software: Creative Cloud Suite and Office Suite (or equivalent for Mac).

Methods of Instruction

On-campus

- At the Montréal campus