

STRATEGY CREATIVE

ADVERTISING + MARKETING COMMUNICATIONS

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HOW CREATIVE APPLIES TO BUSINESS

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SOLUTIONS

Conestoga's two-year diploma in Advertising & Marketing Communications is a rewarding, cross-disciplinary program that equips students to be a creative and strategic thinker, with the ability to engage with on-trend brands, craft strategic marketing campaigns through social platforms, and have the confidence and skill set that the industry demands. Taught by passionate, award-winning faculty, students learn the essential aspects of marketing research, B2B and B2C sales strategies, social media campaigns, brand development, UI/UX design, copywriting, public relations and visual design as they apply to a variety of media applications. Once ready, students engage with industry clients and provide marketing solutions by way of a final capstone project.



IDEA GENERATION MARKETING CONTENT CREATION

PROGRAM



PATRICK SURIANO
PROGRAM COORDINATOR
PROFESSOR

psuriano@conestogac.on.ca
www.linkedin.com/in/patsuriano

PASSIONATE AWARD- WINNING + INDUSTRY CONNECTED

Advertising + Marketing Communication's Professors come from extensive industry backgrounds. They bring their experience and love for their work into the classroom.



SHEENA SNIVELY
SOCIAL MEDIA
PROFESSOR

ssnively@conestogac.on.ca
[www.linkedin.com/in/
sheena-snively-a8801144](https://www.linkedin.com/in/sheena-snively-a8801144)



WHAT IS A CAPSTONE?

Utilizing the research, strategy and design skills obtained throughout the program, students will hone their professional abilities through a capstone project. Students will interview and interact with real clients over a 7-week period to build a fully integrated marketing and communications plan based on client needs. Students will then present their pitches, with full creative, to the client and program faculty. This experiential approach not only prepares students for real-world scenarios, it strengthens their connections with regional businesses.



PROJECT_2nd Year Advertising Capstone Project
APPLICATION_Integrated Marketing Communications Plan
STUDENTS_Travis Waugh
COURSE_Advertising Capstone Final

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WHAT IS REQUIRED OF THE CAPSTONE CLIENT?

This is where you come in. Capstone clients are asked to approach the program with a marketing need (budget not necessary). Past client work has included various deliverables according to the IMC plans:

- Social media marketing campaigns/plans
- New product or service brand materials
- Website redesign, digital marketing plans
- Video and customer engagement services
- Event planning and promotional materials



The Advertising and Marketing Communications program has never had an unsatisfied client to date. The materials presented to the client will be provided at no cost and in gratuity for the client's time, feedback and mentorship. It is truly a win-win!

FAQ's

How many visits to the classroom do clients have to make?

Clients are required to visit the classroom twice. First to give a background on their company and secondly to listen to the final pitch and presentation of their marketing material by the students.

How much interaction will I have with the students?

This is up to the client. Traditionally a few emails and phone calls have been required to make sure the student teams are on the right path in delivering your vision.

How much does this cost?

Absolutely nothing, all material is free for the client to use. In the past we have had clients want to donate something to the program, but it is certainly not a requirement.

What if I want a totally new brand and material produced?

We have done this and provided new brand standards along with print/web ready collateral to the client.

What if I want to hire a student afterwards to do the work?

Students are eligible upon a freelance basis to complete the work produced from the capstone. The program also invites clients to be an unpaid Field Placement host as well if they are interested.

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CREATIVE CONTENT CREATION

Our IMC Capstone projects include target market analysis, competitor research, marketing strategy, media blocking and execution strategies, current market trend reports, company website analysis/analytic reports and opportunities for client solutions.

PROJECT_IMC Proposal
APPLICATION_Business Plan
STUDENT_Jesse Roberts
COURSE_Integrated Marketing
Communications Campaigns



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FIRST NAME

LAST NAME

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PHONE

EMAIL

I would like to learn more
about the capstones.*

We are looking for growing businesses and clients who have design and marketing needs beyond their current capacity. If this sounds like your business, or would like to get involved, please contact us.

www.admarcom.ca

All artwork and projects included in this document has been created by the students of Conestoga College's Advertising + marketing Communications program.

