

# STRATEGY CREATIVE

ADVERTISING + MARKETING COMMUNICATIONS

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# HOW CREATIVE APPLIES TO BUSINESS

- ABOUT
- CREATIVE CONTENT MARKETING
- SOCIAL MEDIA MARKETING
- UI/UX
- BRAND ENGAGEMENT + CREATIVE
- ADVERTISING STRATEGY
- CONNECT WITH US

SOLUTIONS

Conestoga's two-year diploma in Advertising & Marketing Communications is a rewarding, cross-disciplinary program that equips you 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, you will 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, you will graduate the program with an impressive portfolio, a laptop full of industry contacts and a supportive network to assist you—go get it.



# IDEA GENERATION MARKETING CONTENT CREATION

PROGRAM



**PATRICK SURIANO**  
PROGRAM COORDINATOR  
PROFESSOR

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# PASSIONATE AWARD- WINNING + INDUSTRY CONNECTED

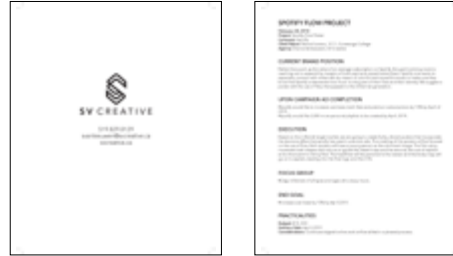
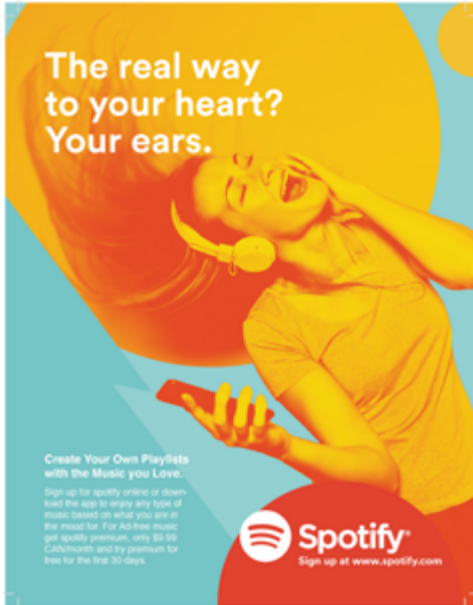
Advertising + Marketing Communication's Professors come from extensive industry backgrounds. They bring their experience and love for their work into the classroom.



**SHEENA SNIVELY**  
SOCIAL MEDIA  
PROFESSOR

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\_This project requires students to use compositional flow to create visual impact within an advertisement. Each project consists of a creative and client brief with full rationale, budget consideration and medium selection. Students are then to critique their selected works and make improvements based on the input received by their peers. \_

PROJECT\_Compositional Flow  
APPLICATION\_Print Advertisement  
STUDENT\_Shania Vanleeuin  
COURSE\_Creative Studio 1

CONTACT US

CREATIVE  
CONTENT  
CREATION

\_Designing for web is a necessity in any admarcom business. Not only do students learn the fundamentals of web design, they also learn how content management software operates and drives daily business. The full scope is covered, from bringing a brand online, to designing the website, delivering content, then reading and analyzing the analytics that drive business.\_



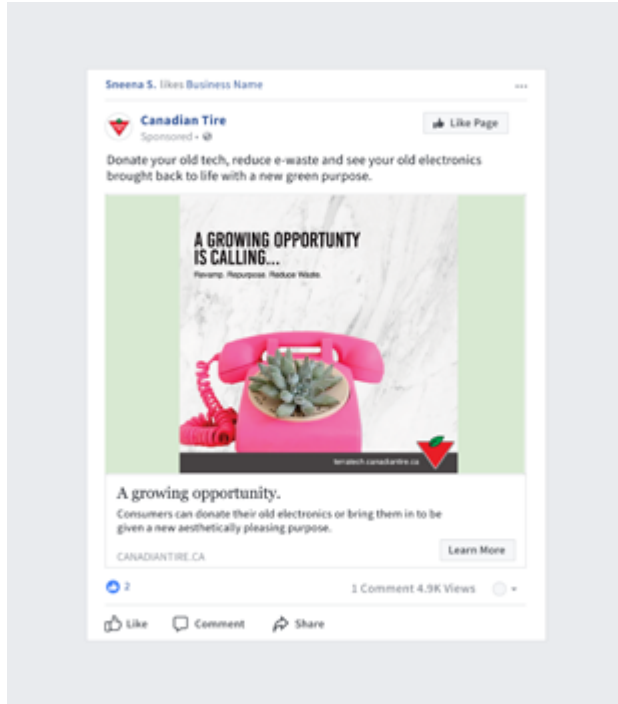
PROJECT\_Student Website  
APPLICATION\_Portfolio  
STUDENT\_Nick Bond  
COURSE\_Portfolio Development/Web Design





\_There are many clever techniques advertising agencies incorporate into their campaigns which grab our attention and invoke an emotional response from us as consumers. We cover these techniques utilized by global ad firms and explain their principles, when to apply them and why they are effective.\_

PROJECT\_Visual Hierarchy  
APPLICATION\_Brand Campaign  
STUDENT\_Pranjal Dani  
COURSE\_Creative Studio II



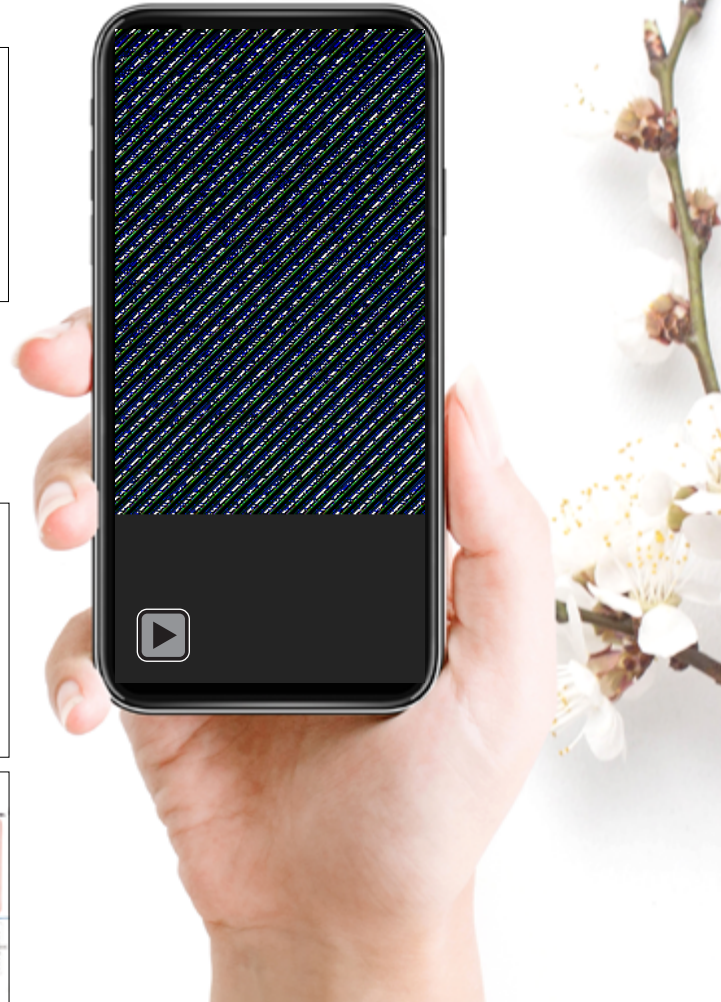
\_Social Media Marketing introduces social media to students in a whole new way, through the eyes of the digital strategist, artist and advertiser. Utilizing campaign platforms to create organic posts, targeted ads and manage social channels you will dig deep into the social-sphere and learn how to influence.\_



## CONTACT US

\_Solution-based research is the primary focus of our UI/UX course. See, swipe and click through careful iterations of designs that lead users on a human-centric journey. Design thinking and brand storytelling play a role in how we see and way-find ourselves in a digital environment. Wireframing, asset building and mapping are all part of the engaging experience.\_

**PROJECT\_App Prototype**  
**APPLICATION\_Functioning UI/Experience**  
**STUDENT\_Jeongseon Kim**  
**COURSE\_UI/UX**



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# CREATIVE CONTENT CREATION



\_Branding is much more than a logo and a brand standards guide. When developing brands we must consider every touchpoint, user entry point and relationship that is created along with the mark itself. Students will work together to develop a full brand proposal, from sketches to execution and engagement.\_



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# CREATIVE CONTENT CREATION

\_Real clients are the focus of our IMC course. The projects and case studies revolve around managing a real client, conducting research, budget allocation and delivering a fully-functional marketing plan to exceed client expectations. Our final program capstone is then pitched and presented to the client.\_

**PROJECT\_IMC Proposal**  
**APPLICATION\_Business Plan**  
**STUDENT\_Jesse Roberts**  
**COURSE\_Integrated Marketing**  
**Communications Campaigns**



# AD MAR COM

FIRST NAME

LAST NAME

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PHONE

EMAIL

I would like to learn more  
about the program.\*

We are looking for creative-thinkers and doers who get excited by working with brands, connecting with clients and who want to save the world, one pixel at a time.

[conestogac.on.ca/fulltime/advertising-and-marketing-communications](https://conestogac.on.ca/fulltime/advertising-and-marketing-communications)

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

