

Co-op Program

APPLIED COMMUNICATION MARKETING



As early as the first study term, this intensive Communication Marketing program blends and balances the creativity of communications and the scientific rigor of marketing. Through courses with emphasis on building a vast knowledge base and specific skills related to management, consumer behavior and the design of effective communication tools, students develop a true understanding of business challenges and master the full range of fundamental elements of marketing communications.

Moreover, students perfect their French language skills and receive advanced English training. Upon successful completion of the program, graduates are awarded a bachelor's degree in communication and a master's degree in administration. Finally, here is the new crop of top marketing communication managers of tomorrow!

WHAT OUR STUDENTS CAN DO FOR YOU

Communication

- Promotional, journalistic, administrative and technical writing
- Planning and production of communication strategies
- Communication plan
- Event planning
- Public and media relations
- Creative planning and advertising design / internal communication

Marketing

- Market studies
- Market launch
- Communication strategies
- Surveys, research and analysis
- E-marketing

Multimedia

- Develop, design and maintain websites
- Write and manage content (Web, blogs and social media)
- Multimedia production (audio, video, 2D and 3D)

Management

- Project management
- Budget planning
- Cost review and analysis



KNOWLEDGE AND SKILLS

Term	Description
S-1	<p>Introduction to communication and marketing</p> <p>Understanding large companies, organizations and policies that govern communications. Office and multimedia production software tools (Adobe Creative Suite). Written French language rules and standards (grammar and analysis). Marketing fundamentals (commercialization, consumer behavior, marketing mix, promotion and sales).</p>
S-2	<p>Strategic planning and tools</p> <p>Communication planning: objectives, strategies and implementation (advertising and public relations). Design and update of websites and multimedia presentations. Further written French studies (grammar and analysis). Administration mathematics: statistics, probability, finance mathematics.</p>
S-3	<p>Advanced studies</p> <p>Developing targeted skills (e.g., advertising, public relations, advertising media management). Understanding management and corporate culture. Business management simulation. Statistics: sampling, probability using SPSS software.</p>
S-4	<p>Communication implementation</p> <p>Internal communications (letters and technical notes, service offers, records and minutes of meetings, e-bulletins, technical reports). Oral communication (presentation, canvassing and conference). Further studies of theoretical models for communication. Accounting language: financial statements, economic and legal forms, accounting systems. Consumer behavior analysis.</p>
S-5	<p>Advanced marketing communication</p> <p>Creative electronic and print advertising. Public relations (media, lobby group and customer relations, promotion and special events). Internet programming (HTML, DHTML, SHTML, XHTML, Flash, Java) and multimedia production (2D and 3D animation). Analysis of challenges related to digital technologies. Marketing research: information gathering, sampling, data analysis, reports. Management strategies: financial decision-making, return on investments, investments.</p>
S-6	
S-6	<p>Master's in communication marketing</p> <p>Perfecting skills in brand management (visual identity and packaging), media planning, promotion and direct marketing, e-commerce, all under the supervision of professionals in the field. Agency-client relationship and legal aspects. Advanced public relations practices (crisis management, risk planning, public opinion management), creative strategies and digital strategies.</p>
S-7	
S-8	

ORGANIZATION OF STUDY (S) AND WORK TERM (W)

1st year			2nd year			3rd year			4th year		
FALL	WIN	SUM	FALL	WIN	SUM	FALL	WIN	SUM	FALL	WIN	SUM
S-1	S-2	S-3	W-1	S-4	W-2	S-5	W-3	S-6	S-7	S-8	S-9