









Quick Facts

Immersive Marketing Academy		
 Units: 6 or 9 units over the course of one term	 Class Experience: 50 to 60 students per class	 Offer: Courses in English
 Duration: 6 weeks	 Schedule: Monday & Wednesdays 8:30 to 11:30; Tuesdays & Thursdays 14:30 – 17:30	 Timeline: Summer Term: June 17th – July 26th

Courses

Admitted students will receive academic training from some of Telfer’s most well regarded and well-known marketing professors. Courses that will be undertaken are highly experiential and applied to key marketing areas relevant to today’s business industry. The courses are intensive and take place over a 6-week period from June 17 to July 26. Students will have the option to undertake two or three courses during this time. Once admission is confirmed, students will indicate their preference of taking two or three courses. **Final exams will be held until July 30.** The course offerings include:

Mandatory courses

ADM 3321 (3 units – 36 credit hours): Consumer Behavior

Synthesis of the behavioural analysis of the consumer (psychology, sociology, social psychology). Recent applications of behavioural theory will be investigated in light of the consumer’s behaviour, individually and as mediated by group processes. Behavioural impact of the corporate and marketing strategies on the consumer.

ADM 4326 (3 units - 36 credit hours): Digital Marketing

The Internet and a wide range of related digital technologies have changed the way businesses design and implement marketing strategies. This course focuses on the strategic and tactical applications of these ever-changing digital marketing technologies on decision-making and strategy formulation in areas such as content marketing, email marketing, social media, data analytics, paid digital advertising (Google, Meta, etc.) AI, mobile marketing, UI / UX, and e-commerce. Hands-on experience with selected technologies / tools will be provided.

Optional courses

ADM 4904 (3 Units - 36 credit hours): Connexions 'Internship' Opportunity

This Internship opportunity bridges the gap between university and the workplace. The internship will require students to work with a client organization to help with specific marketing project(s). Telfer will provide assistance in matching students to potential organizations for such projects. Scope and deliverables will be determined for each engagement directly with the client organization. Student receives a grade of S (satisfactory) or NS (non satisfactory) for this course and will commit approximately 10 hours of work per week over the duration of their stay to ensure appropriate completion of the necessary deliverables.

Students will receive a digital certificate from the Academy upon completion of the program

Fees

Tuition Fees

Fees associated with the program include, tuition, residence accommodations, incidental fees, and access to several experiential learning opportunities.

Domestic student fees:

Two courses + Residence Accommodations + Associated experience fees = \$6,000 CDN (no accommodation or dining = \$3,500)

Three courses + Residence Accommodations + Associated experience fees = \$7,500 CDN (no accommodation or dining = \$5,000)

International student fees:

Two courses + Residence Accommodations + Associated experience fees = \$10,000 CDN (no accommodation or dining = \$7,500)

Three courses + Residence Accommodations + Associated experience fees = \$13,500 CDN (no accommodation or dining = \$11,000)

*Please note that current Telfer BCom students are eligible to take these courses without needing to be part of the Immersive Marketing Academy. Students can register using their registration portal.



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