



AT A GLANCE: CAAP TORONTO PROGRAM – 2012/13

CURRICULUM OUTLINE AND SESSION DATES:

TERM ONE:	Dates*:
<p>Module 1: Communications Business Strategy</p> <ul style="list-style-type: none"> Learn the role of positioning business strategy in developing strong communication solutions. Learn how to assess and develop brand-centric business strategy and explore how it informs communication direction. Work with a unique analytic tool kit/process designed to focus thinking into effective strategic direction. Build a range of strategic approaches and apply the learning through case work and real world examples. 	<p>Duration: Feb. 11 – Mar. 3, 2012</p> <p>Details:</p> <ul style="list-style-type: none"> 1 Kick-off Weekend (Sat./Sun.): Feb. 11/12, 2012 2 Wednesday Evenings: Feb. 15 & 22 2012 1 Saturday Session: March 3, 2012
<p>Module 2: Insight and Creative Strategy</p> <ul style="list-style-type: none"> Learn what insight is, where to find it and what to do with it in developing creative strategy. Work with creative thinking tools to explore and define strategic insight and brand proposition territory. Understand the role of creative strategy and effective briefing in developing strong communications solutions. 	<p>Duration: Mar. 14 – Apr. 21, 2012</p> <p>Details:</p> <ul style="list-style-type: none"> 5 Wednesday Evenings: Mar. 14/21/28, Apr. 11/18 2 Saturday Sessions: Mar. 24, Apr. 21, 2012
<p>Module 3: Creativity and Ideation</p> <ul style="list-style-type: none"> Learn about your creativity style and how to collaborate with others in creating innovative ideas and communication solutions. Build your appreciation and skill in developing and evaluating communication ideas. Learn divergent and convergent ideation techniques to help you run more effective brainstorming sessions. <p><i>*Schedule dates subject to change.</i></p>	<p>Duration: May 9 – June 6, 2012</p> <p>Details:</p> <ul style="list-style-type: none"> 5 Wednesday Evenings: May 9/16/23/30 & June 6, 2012

Please Note: Completion of Term One is a pre-requisite for registering into Term Two

TERM TWO:	Dates* :
<p>Module 1: Integrated Branding Communications Design</p> <ul style="list-style-type: none"> Learn about 360° brand communication planning and how to leverage consumer perspective in designing brand strategy. Explore approaches for creating more engaging brand communications solutions (e.g. narrative, character & community building). Build skill in designing more innovative communications solutions by deconstructing proven case work and solving intriguing case challenges. 	<p>Duration: Sep. 15 – Oct. 18, 2012</p> <p>Details:</p> <ul style="list-style-type: none"> 1 Kick-off Weekend (Sat./Sun.): Sep. 15/16, 2012 5 Thursday Evenings: Sep 20/27, Oct. 4/11/18, 2012

FOR MORE INFORMATION/TO REGISTER:
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TERM TWO:	Dates* :
<p>Module 2: Communications Solution Delivery</p> <ul style="list-style-type: none"> Learn about building integrated communications plans reflecting business objectives, effective consumer connection and branding strategy. Build skill in developing creative media channel ideas that enable deeper brand/consumer connection. Explore the 360° media channel landscape (Paid/Earned and Owned channels) and build perspective on integrated planning. 	<p>Duration: Nov. 8 – Dec. 5, 2012</p> <p>Details:</p> <ul style="list-style-type: none"> 4 Thursday Evenings: Nov. 8/15/22 & Dec. 5, 2012
<p>Module 3: Communications Orchestration Planning</p> <ul style="list-style-type: none"> Explore opportunities in the ever shifting media landscape and build skill in translating communications strategy into tangible media ideas. Learn approaches for orchestrating more integrated communication plans and get experience in key orchestrating skill areas. Understand how to translate communications strategy into tangible media ideas. Meet with experts in channel execution and learn from their experiences and learning on what's new, what's working and what's ahead. 	<p>Duration: Jan. 17 – Mar. 14, 2013</p> <p>Details:</p> <ul style="list-style-type: none"> 7 Thursday Evenings: Jan. 17/24/31, Feb. 21/28, Mar. 7/14, 2013 1 Saturday Session: Feb. 2, 2013
<p>Module 4: Innovation Pitch - Applied Learning Project</p> <ul style="list-style-type: none"> Leverage the total course learning by designing and pitching for a new branded product innovation including a launch communications plan. Work with a team advisor over the total term to develop your approach and validate your solution. Experience the dynamics of pitching an idea and a plan by presenting your design to a select panel of industry leaders. 	<p>Duration: Mar. 21 – Apr. 20, 2013</p> <p>Details:</p> <ul style="list-style-type: none"> 2 Thursday Evenings: Mar. 21 & Apr. 4, 2013 1 Saturday Session: April 20, 2013

**Schedule dates subject to change.*

TUITION RATES – 2012/13 Total Program (Term 1 & 2)

Please Check One:	Term One*	Term Two*
DISCOUNT RATE (save 10% on Standard Rate)	Until Nov. 30, 2011	Until July 9, 2012
<input type="checkbox"/> ICA MEMBER – Employee	\$1620 (+\$210.60 HST)	\$2520 (+\$327.60 HST)
<input type="checkbox"/> Non-Member	\$2325 (+\$302.25 HST)	\$3620 (+\$470.60 HST)
STANDARD RATE	After Nov. 30, 2011	After July 9, 2012
<input type="checkbox"/> ICA MEMBER – Employee	\$1800 (+\$234.00 HST)	\$2800 (+\$364.00 HST)
<input type="checkbox"/> Non-Member	\$2580 (+\$335.40 HST)	\$4020 (+\$522.60 HST)
Completed Tuition Payment Due	Jan. 30, 2012	Sept 10, 2012

***Installation Payment Plan Option Available.**

E.G. Term Two may be divided into a 2012 and 2013 payment.

Please include applicable HST (HST Registration #R107508509)

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Institute of
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