

GRAPHIC COMMUNICATIONS MANAGEMENT CURRICULUM

YEAR 1		YEAR 2		YEAR 3		YEAR 4	
GCM 110 Introduction to Graphic Communications (Lec. 3 hrs)	GCM 111 Graphic Communication Technologies (Lec. 3 hrs)	GCM 230 Typography (Lec. 1.5, Lab 1.5)	GCM 210 Consumer Packaging (Lec. 3 hrs)	GCM 350 Estimating and Selling for Graphic Communications (Lec. 1, Lab 2 hrs)	GCM 320 Digital Printing Technologies (Lec. 1.5, Lab 1.5)	GCM 420 Advanced Print Production Processes (Lab 3hrs)	GCM 470 Business Plan OR GCM 490 Thesis (Lec. 3 hrs)
GCM 120 Graphic Communication Processes 1 (Lab 3 hrs)	GCM 121 Graphic Communication Processes 2 (Lab 3 hrs)	GCM 240 Material Science for Print (Lec. 1, Lab 2 hrs)	GCM 220 Graphic Communications Processes 3 (Lab 3 hrs)	GCM 360 Colour Management (Lec. 1.5, Lab 1.5 hrs)	GCM 362 Web and Cross-Media (Lab 3 hrs)	GCM 460 Asset Mgmt. for Graphic Communications (Lec. 1.5, Lab 1.5 hrs)	GCM 461 Workflow Automation (Lab 3hrs)
GCM 130 Design and Layout (Lec. 1.5, Lab 1.5)	CMN 279 Intro to Professional Communications (Lec. 3 hrs)	GCM 250 Binding and Finishing (Lec. 1.5, Lab 1.5 hrs)	GCM 260 Digital Premedia Workflows (Lec. 1.5, Lab 1.5)	GCM 370 Management Studies (Lec. 3 hrs)	GCM 372 Operations and Process Management (Lec. 3 hrs)	Core Elective 3 of 4	Core Elective 4 of 4
MKT 100 Principles of Marketing (Lec. 3 hrs)	GMS 200 Intro to Global Management (Lec. 3 hrs)	MKT 300 Marketing Metrics and Analysis (Lec. 3 hrs)	ACC 100 Introductory Financial Accounting (Lec. 3 hrs)	GCM 375 Project Mgmt. for Graphic Communications (Lec. 1.5, Lab 1.5)	Core Elective 2 of 4	Open Elective OR Core Elective	Open Elective OR Core Elective
Liberal Studies Table A 1 of 3	SSH 105 Critical Thinking I (Lec. 3 hrs)	Open Elective	Liberal Studies Table A 3 of 3	Core Elective 1 of 4	Open Elective OR Core Elective	Liberal Studies Table B 2 of 3	Liberal Studies Table B 3 of 3
	Liberal Studies Table A 2 of 3		Open Elective	Liberal Studies Table B 1 of 3		WKT 608 GCM Internship	OR WKT 608 GCM Internship