





Concentrations, Core Electives and Minors

Concentrations

Optional 6-course Concentrations: The following optional 6-course concentrations may be selected from Core Elective Table I:

Graphic Output 			Leadership 			Packaging 			Publishing 		
Required (3):			Required (3):			Required (2):			Required (3):		
GCM 754	GCM 802	GCM 854	ACC 406	ENT 601	FIN 300	GCM 800	GCM 808		GCM 720	GCM 722	GCM 802
Plus three (3) of:			Plus three (3) of:			Plus four (4) of:			Plus three (3) of:		
GCM 765	GCM 840	GCM 858	FIN 401	GCM 810	GCM 852	GCM 740	GCM 806	GCM 826	GCM 712	GCM 740	GCM 810
GCM 804	GCM 850	GCM 860	FIN 510	GCM 816	GCM 860	GCM 746	GCM 810	GCM 854	GCM 730	GCM 746	GCM 812
GCM 806	GCM 852	GCM 871	GCM 746	GCM 850	GCM 871	GCM 750	GCM 822	GCM 856	GCM 738	GCM 806	GCM 871
GCM 810						GCM 804	GCM 824				

Core Electives

ACC 406 Introductory Management Accounting

ENT 601 Identifying Opportunities

FIN 300 Managerial Finance I

FIN 401 Managerial Finance II

FIN 510 Small Business Finance

GCM 710 The Art of the Book

GCM 712 Making an Impact: The Letterpress Revival

GCM 720 Magazine Production and Publishing

GCM 722 Book Production and Publishing

GCM 730 Fulfillment Signed, Sealed and Delivered

GCM 738 Photoshopped! The Art of Image Retouching

GCM 740 Accessibility for Graphic Communications

GCM 746 Sustainability in Print and Packaging

GCM 750 3D Printing

GCM 754 Sign and Display Graphics

GCM 765 Digital Signage

GCM 800 Tags, Labels and Bags: Flexo Processes

GCM 802 Ebook Production and Publishing

GCM 804 Non-traditional Printing Applications

GCM 806 Advanced Typography

GCM 808 Outside the box: Package Prototyping

GCM 810 Creativity, Clients and Design

GCM 812 Out of a bind: Adv Binding and Finishing

GCM 816 Sales and Customer Relationship Mgmt

GCM 818 Press Troubleshooting Simulation

GCM 822 Packaging and Distribution

GCM 824 Digital Package Prototyping

GCM 826 Plastics and Packaging

GCM 830 Digital Client Communications Mgmt

GCM 840 Advanced Graphic Technologies

GCM 850 Special Topics I

GCM 852 Special Topics II

GCM 854 Advanced Material Science

GCM 856 Colour Theory and Measurement

GCM 858 Advanced Workflows

GCM 860 Advanced Variable Data Printing

GCM 871 Research Design and Methods

Minors Available to GCM Students

Accounting Minor
Acting/Dance Studies Minor
Black Studies Minor
Biology Minor
Business Essentials Minor
Caribbean Studies Minor
Chemistry Minor
Child and Youth Services Minor
Communication and Design Minor
Computer Science Minor
Criminology Minor
Curatorial Studies Minor
Cyber Studies Minor

Disability Studies Minor
eBusiness Minor
Economics Minor
English Minor
Entrepreneurship and Innovation Minor
Environment and Urban Sustainability Minor
Ethics Minor
Events and Live Entertainment Management Minor
Family Supports and Community Practice Minor
Fashion Studies Minor
Film (Cinema) Studies Minor
Finance Minor
French Minor

Geographic Analysis Minor
Geography Minor
Global Management Minor
Global Narratives Minor
Global Politics and Development Minor
Health Services Management Minor
History Minor
Human Resources Management Minor
Information Technology Management Minor
Innovation and Zone Learning Minor
Labour and Employment Relations Minor
Law Minor
Marketing Minor

Mathematics Minor
Middle East and North Africa (MENA) Studies Minor
Music and Culture Minor
News Studies Minor
Nonprofit and Voluntary Sector Management Minor
Occupational Health and Safety Minor
Organizational Leadership Minor
Philosophy Minor
Photography Studies Minor
Physics Minor
Politics Minor
Professional Communication Minor
Psychology Minor

Public Administration Minor
Public Relations Minor
Real Estate Management Minor
Retail and Services Management Minor
Sales Management and Service Quality Minor
Social Innovation Minor
Sociology Minor
Spanish Minor
Tourism Minor
Visual Studies Minor



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Graphic Communications Management

at The Creative School