**Advertising & Marketing Communications Management Field Placement Process**

In the Advertising & Marketing Communications Management program, students participate in a 7-week unpaid field placement. They are able to take their placement at the end of the program during the last 7 weeks of the Winter semester (usually March to mid-April), although the occasional exception to this timeline has occurred in the past.

**Here is how the process works:**

1. Students send their potential placement opportunity to the Program Coordinator for approval. ([Click Here or type the link: https://www.mohawkcollege.ca/form/ad-placement-approval-request](https://www.mohawkcollege.ca/form/ad-placement-approval-request)) Students **must** receive approval from the coordinator before they begin the placement. Any placement which does not have prior approval may not be counted towards the WORK AD999 credit.

2. Students contact employers (or interested employers contact the coordinator), who after agreeing to take on a student, submit the Employer Participation Form (EPF). In the Advertising program, an employer may select more than one student; we only require them to complete the EPF once per company contact; any additional confirmations could come via email. (If a company has more than one contact person, each contact person should complete the form for their specific student.)

3. Students confirm their placement by completing the online Field Placement Agreement Form

4. Once the employer is confirmed, the placement assistant prepares the employer letter (Ministry requirement) confirming the students placement and coverage by the ministry. Information will either be provided by the coordinator forwarding the EPF, email if the case of an additional student, or by the placement assistant downloading the information from the CMS

**Eligibility:**

Students must successfully complete all previous semesters/courses within their program in order to qualify for a work placement. Students are also required to be in good academic standing within the current semester. The Program Coordinator, in consultation with the Associate Dean, makes the final decision regarding eligibility should extenuating circumstances arise. Students who are uncertain of their status should contact their Program Coordinator at the beginning of the Winter semester.

Students are responsible for their own meals, transportation, parking and incidental expenses while on their field placement.
Important Dates:

Placement Approval Form due by: February 9, 2018
Employer Participation Form due by: February 23, 2018
Student Agreement Form due by: February 23, 2018
Employer Evaluation Form due by: April 28, 2018
Student Evaluation Form due by: April 28, 2018

For the WINTER 2018 Field Placement - All paperwork **MUST** be completed by **April 28, 2018** to be eligible to apply for the **June 2018 convocation**. If you miss this date, **June 15, 2018** is the last date to submit paperwork for this credit and not receive a failing grade (FL) in this course. Students who submit their paperwork by **June 15, 2018** would be eligible to apply for the **October 2018 convocation**.

Links:

Placement Approval Request form: [https://www.mohawkcollege.ca/form/ad-placement-approval-request](https://www.mohawkcollege.ca/form/ad-placement-approval-request)

Student Field Placement agreement: [https://www.mohawkcollege.ca/form/advertise-program-student-field-placement-agreement](https://www.mohawkcollege.ca/form/advertise-program-student-field-placement-agreement)

Employer Participation form: [https://www.mohawkcollege.ca/form/employer-participation-form](https://www.mohawkcollege.ca/form/employer-participation-form)