



Welcome!

This program has a long and successful history with Holland College. We have an excellent rate of employment for graduates, and they are in demand. We are pleased that you have chosen Marketing and Advertising Management for your program of study, and we would like to take this opportunity to provide you with information on the Tourism and Culinary Center campus and the Marketing and Advertising program.

We would like to review a few important dates and course information before you get started.

Instructor Contact Information:

Kathie Coffin Sulis

kcoffin@hollandcollege.com

Important Dates:

- September 6, 2022 – First day of classes
- December 16, 2022 – Last day of class before Christmas break
- January 9, 2023 – First day of class for second semester
- February 22-28 – Winter Break & February 28-March 3 (Canada Games – no classes)
- April 28, 2023 – Last day of classes

The college will be updating students on the Holland College general orientation plans over the summer.

Location of Program

Tourism and Culinary Centre
4 Sydney Street
Charlottetown PE C1A 1E9

Classes:

Classes for 2022/2023 are scheduled between 9:00am and 3pm at the Tourism and Culinary Centre. Class information will be provided by the designated instructors for each course.

Textbooks:

Please note: For some textbooks there is an option to buy an E-text

1st Year, 1st Semester

Marketing, the Core, 6th edition by Kerin, Hartley, Rudelius, Bonifacio, Bureau (McGraw) ISBN 9781260326949

English Brushup, 6th ed. By John Langan, Janet Goldstein (McGraw) ISBN 9780073513607

Impact: A Guide to Business Communication, 9th by Margot Northly, Jana Segits (Pearson) ISBN 978-01343-108-00

Integrated Marketing Communications – Strategic Planning Perspectives E-Text, 5th ed by Keith Tuckwell (Pearson) ISBN 9780134594163

Illustrated Collection, Microsoft Office 365 & Office 2019 MindTap Etext which includes the MindTap Access Code, Cengage – Nelson ISBN 978-3-57119-66-2

Key Accounting Principles, Volume 1, 6.0 Digital Pin Code, (etext/eworkbook/AME Engage) 978-1-989003-74-9 Parker, Cooke, Joffe, AME Learning

Adobe Creative Cloud-Photography Package – the cost will be \$155. Students will not be required to go through the Bookstore to purchase. They will be able to purchase online through their own personal creative cloud account via credit card.

Information on 2nd semester courses will be sent out in the Fall.

Orientation:

Holland College has an excellent orientation to help prepare you for your educational journey. All the college's policies and procedures will be explained during the college's orientation and will be available before the start of your classes. You will receive more information on this in August.

Your program orientation will be at 9:00 on September 6, 2022, at your campus location.

We look forward to getting to know you in September!

Kathie Coffin Sulis, Instructor
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