





# 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 		
<b>Required (3):</b>			<b>Required (3):</b>			<b>Required (2):</b>			<b>Required (3):</b>		
GCM 754	GCM 802	GCM 854	ACC 406	ENT 601	FIN 300	GCM 800	GCM 808		GCM 720	GCM 722	GCM 802
<b>Plus three (3) of:</b>			<b>Plus three (3) of:</b>			<b>Plus four (4) of:</b>			<b>Plus three (3) of:</b>		
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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Or visit [gcm.qrd.by/gcmcalendar](http://gcm.qrd.by/gcmcalendar)

**Graphic Communications Management**  
at The Creative School