



### Attendance Policy

#### Minimum attendance requirements for students:

1. The minimum attendance requirement for all courses is 80%. Students are allowed two unexcused absences per course.
2. Absences supported by proper documentation (i.e. doctor's note) are considered on a case by case basis.

#### Consequences if a student does not meet the minimum requirements:

1. Any student arriving after attendance has been taken will be marked absent unless the reason for lateness is justified.
2. If the student misses two classes, they are given a written warning. Three missed classes may result in course failure.
3. If the student misses three classes, they will be required to discuss the reasons for absences with the Program Manager, who will then determine the next steps and communicate to the instructor.
4. Students may be allowed to make up for missed classes by scheduling additional instructional time and delivering all class assignments and projects in a timeframe determined by the instructor.
5. If the student fails a course due to absences, they will need to retake it in the next quarter.
6. If the student stops attending classes and does not respond to the Program Manager and/or their instructor for an extended period of time, they might be dismissed from the program.

#### Process for a student to report an absence:

1. To report an absence, students must inform both their instructor and the Program Manager via email or other official school's communication channels.
2. If there is a legitimate reason for the absence (e.g. illness or family emergency), students must provide proper documentation in a timely manner.

### Grade Appeal Policy

Miami Ad School provides an opportunity for students to appeal a grade received in a course.

The process a student has to follow to ask for a grade appeal is as follows:

**Step 1:** If a student is not satisfied with the assigned grade and can provide evidence that a higher grade is warranted, the student should submit a written request for grade appeal directly to their instructor, within five days of receiving the initial grade. The instructor will review the evidence and, if warranted, assign a different grade. The student must be informed of the instructor's decision within 10 days.

**Step 2:** If the student is not satisfied with the instructor's decision, they must submit a written appeal, with supporting evidence, to the Program Manager within five days after receiving a reply from the instructor.

**Step 3:** The Program Manager will review the appeal and determine the next steps, which may include, but are not limited to: request for more information and supporting documentation from the student or instructor, independent evaluation of the assignment(s) by another instructor or other proposed and/or agreed upon solution(s).

**Step 4:** If it is determined that the student's grade appeal is not substantiated, the Program Manager will provide a written explanation of the decision to the student within 10 days.

If the student's assignment or test is re-marked and the result is a higher grade, then the higher grade will be given. If the result is a lower grade, then the original grade will be retained.

The re-assessed grade will be considered final and cannot be appealed again. A final written decision on the grade appeal must be provided to the student within 30 days from the receipt of the initial grade appeal and necessary documentation will be placed in the student's file.

### Dismissal Policy

#### Miami Ad School Vancouver may dismiss a student from a program on any of the following grounds:

##### 1. Academic Dishonesty

Students may be subject to expulsion at the discretion of Miami Ad School Vancouver for academic dishonesty. Academic dishonesty is any word, action or deed performed alone, or with others for the direct or indirect intention of providing an unfair advantage or benefit to self or other student(s) including:

- 1.1. Cheating
- 1.2. Plagiarism
- 1.3. Unapproved collaboration
- 1.4. Alteration of records
- 1.5. Bribery
- 1.6. Lying
- 1.7. Misrepresentations

##### 2. Outstanding Fees

Failure to pay tuition or other fees due to Miami Ad School Vancouver is considered to be theft, and students who fail to remit outstanding fees may be expelled after:

- 2.1. Written warning has been provided by Miami Ad School Vancouver and
- 2.2. The student fails to comply within the stated parameters.

##### 3. Code of Conduct

All students are required to adhere to Miami Ad School Vancouver's Code of Conduct. Where the violations do not have the potential to result in physical harm to persons or property, Miami Ad School Vancouver may expel a student who has received suspension for failure to comply and has since violated any of the terms of Miami Ad School Vancouver's Code of Conduct. Students who are found under the influence of drugs and/or alcohol or carrying weapons will be subject to immediate expulsion.

**4. Significant Omissions or Errors in Admissions Documentation**  
Miami Ad School Vancouver has a responsibility to ensure students have been admitted in accordance with the registration requirements for the program. Students who knowingly or in error misrepresent their applications are subject to immediate expulsion.

##### 5. Academic Failure

Students who fail to achieve the required academic standing in their programs may be expelled from the program. Miami Ad School Vancouver may, at its discretion, offer alternatives to a student and these are outlined in the academic policies for the program of study. Students are unable to take a third attempt at a course and will be withdrawn from the program, unless extenuating circumstances are proven by the student through documentation and approved by the Program Manager.



6. Students who are habitually absent, come late, or leave early will be dismissed from the school.

#### 7. Harassment or Discrimination

In determining what constitutes harassment or discrimination, Miami Ad School Vancouver refers to the BC Human Rights Code. Students requiring more specific information may refer to the specific code as posted on the provincial website.

7.1. Miami Ad School Vancouver does not condone harassment or discrimination of any student, staff, client or visitor to Miami Ad School Vancouver. Students participating in harassing or discriminatory activities are subject to immediate suspension pending investigation. Expulsion is mandatory for any student who is deemed by the investigation to have engaged in harassing or discriminatory activities.

7.2. To provide an environment that supports Miami Ad School Vancouver's members our policy constitutes the following:

7.2.1. Behaviour from members of the school community that constitutes harassment or discrimination on any of the prohibited grounds as set out in the BC Human Rights Code shall not be tolerated.

7.2.2. Individuals who believe they have been harassed or discriminated against shall have the right to complain and receive due process under this Policy.

7.2.3. Complaints of harassment and discrimination should be directed to the Program Manager. However, it is recognized that some individuals may wish to complain initially to a staff or faculty member.

7.2.3.2. Staff, or a faculty member shall maintain confidentiality and encourage the complainant to talk with the Program Manager or Dean.

7.2.3.3. It is also the responsibility of staff or faculty member to notify the Program Manager immediately of the nature of the complaint without naming the complainant and the alleged respondent and to consult with the Program Manager about any necessary action or documentation.

#### 8. Misuse of College Property

Students who damage, misuse, steal or otherwise use the Miami Ad School property in a way that is prohibited may be expelled and required to make restitution.

#### 9. Endangerment of Staff or Students

Miami Ad School Vancouver is committed to the right of all staff, students, clients and visitors to be safe. Students who by action or neglect in any way endanger the safety of themselves or others may be expelled.

sufficient proof to support the appeal.

3.3. Students who submit an appeal and are unsuccessful will be considered withdrawn from Miami Ad School Vancouver.

#### 4. Fees Owed

4.1. A student who is expelled by Miami Ad School Vancouver will be considered withdrawn from their program on the effective date of the expulsion.

4.2. Miami Ad School Vancouver will officially withdraw the student and settlement of the student's account will be completed under Miami Ad School Vancouver's Tuition Refund Policy.

### Dispute Resolution Policy

This policy governs complaints from students related to Miami Ad School Vancouver and any aspect of its operations.

A student who makes or is otherwise involved in a complaint will not be subject to any form of retaliation by the institution at any time.

The process by which the student complaint will be handled is as follows:

1. Student complaints must be made in writing.
2. When a concern arises, the student should first attempt to address the concern with the individual most directly involved.
3. If the student is not satisfied with the outcome at this level, the student must submit a written complaint to the Program Manager, Hillary Tutton at [hillary@adschool.ca](mailto:hillary@adschool.ca). In case the individual identified above, is absent or named in the complaint, the written complaint must be submitted to the Dean, Stephen Jurisic at [stephen@adschool.ca](mailto:stephen@adschool.ca).
4. The Program Manager will arrange a meeting with the student to discuss the concern and desired solution as soon as possible and no later than five days of receiving the student's written complaint. The meeting discussion will be documented.
5. Following the meeting with the student, the Program Manager will conduct whatever inquiries and/or investigations are necessary and appropriate to determine whether the student's concerns are substantiated in whole or in part. Those enquiries may involve further discussion(s) with the student either individually or with appropriate school personnel. All communications must be in writing.
6. The Program Manager will provide a written response to the student within 10 days of the meeting. The response will include an explanation of the decision, the reasons on which the decision is based and any proposed and/or agreed upon solution, if applicable.
7. If not resolved at this level, the student will submit a written appeal to Co-Founder & Admissions Director, Muneet Dhaliwal at [muneet@adschool.ca](mailto:muneet@adschool.ca) within five days. The appeal should include the Program Manager's response with recommended solutions and the student's objections or comments regarding these solutions.
8. The Co-Founder & Admissions Director will review the relevant information and respond to the student in writing within 10 days.
9. Written reasons for the decision and the reconsideration, if any, must be given to a student as soon as possible and no later than 30 days of making a complaint. The student must also be advised that, if they are dissatisfied with the determination, and have been misled by the institution regarding any significant aspect of that program, they may file a complaint with the Private Training Institutions Branch ([www.privatetraininginstitutions.gov.bc.ca](http://www.privatetraininginstitutions.gov.bc.ca)).

Complaints must be filed with the Private Training Institutions Branch within one year of the date a student completes, is dismissed from, or withdraws from the program.



The student making the complaint is protected from retaliation by the institution and may be represented by an agent or a lawyer.

### Student Statement of Rights

Miami Ad School Vancouver is certified with the Private Training Institutions Branch (PTIB) of the British Columbia Ministry of Advanced Education and Skills Training.

Before you enroll at a certified private training institution, you should be aware of your rights and responsibilities:

1. You have the right to be treated fairly and respectfully by the institution.
2. You have the right to a student enrolment contract that includes the following information:
  - 2.1. Amount of tuition and any additional fee for your program refund policy if your program includes a work experience, the requirements to participate in the work experience and the geographic area where it will be provided whether the program was approved by PTIB or does not require approval.
3. Make sure you read the contract before signing. The institution must provide you with a signed copy.
4. You have the right to access the institution's dispute resolution process and to be protected against retaliation for making a complaint.
5. You have the right to make a claim to PTIB for a tuition refund if:
  - 5.1. Your institution ceased to hold a certificate before you completed an approved program.
  - 5.2. You were misled about a significant aspect of your approved program.
  - 5.3. You must file the claim within one year of completing, being dismissed or withdrawing from your program.

For more information about PTIB and how to be an informed student, go to: <http://www.privatetraininginstitutions.gov.bc.ca/students/be-an-informed-student>.

### Respectful and Fair Treatment of Students Policy

Miami Ad School Vancouver is committed to ensuring that its learning environment promotes the respectful and fair treatment of all students.

While on Miami Ad School Vancouver premises or in the course of activities or events hosted by Miami Ad School Vancouver the following activities are prohibited:

1. Discrimination
2. Harassment
3. Sexual Violence
4. Sexual Harassment
5. Bullying
6. Physical assault or other violent acts committed on or off campus against any student
7. Verbal abuse or threats

If under any circumstances, any prohibited activity occurs, the following outlines the process for addressing the activity:

1. All concerns relating to student misconduct must be reported to the Program Manager. Concerns may be brought up by staff, students or the public.
2. All reports must be in writing.
3. The Program Manager will arrange to meet with the student to discuss the concern(s) within five days of receiving the complaint. If the alleged conduct is of such a serious nature then an immediate dismissal may be warranted, the Program Manager will meet with the student as soon as practicable.

4. Following the meeting with the student, the Program Manager will conduct whatever further enquiry or investigation is necessary to determine whether the concerns are substantiated.

5. Any necessary inquiries or investigations shall be completed within 10 days of the initial meeting with the student.

6. The Program Manager will meet with the student and do one of the following:

- a) Determine that the concern(s) were not substantiated;
- b) Determine that the concern(s) were substantiated, in whole or in part, and either:
  - Give the student a warning setting out the consequences of further misconduct;
  - Set a probationary period with appropriate conditions; or
  - Recommend that the student be dismissed from the institution.

7. The Program Manager will prepare a written summary of the determination. A copy shall be given to the student and the original will be placed in the student file.

8. If the student is issued a warning or placed on probation, the Program Manager and the student both sign the written warning or probationary conditions and the student is given a copy. The original document is placed in the student's file.

9. If the Program Manager is absent, the concerns may be reported to the Dean who will follow all procedures as listed above.

10. If the recommendation is to dismiss the student, the Dean will meet with the student, deliver a letter of dismissal and a calculation of refund due or tuition owing, depending on the status of the student's financial account with the school.

11. If a refund is due, the Dean will ensure that a cheque is forwarded to the student within 30 days of the dismissal. If the student owes tuition or other fees to the school, the Dean will undertake the collection of the amount owing.

12. All records will be kept in student file, all concerned staff and faculty will be notified.

### Sexual Misconduct Policy

1. Miami Ad School Vancouver is committed to the prevention of and appropriate response to sexual misconduct.

2. Sexual misconduct refers to a spectrum of non-consensual sexual contact and behaviour including the following:

- 1.1. Sexual assault;
- 1.2. Sexual exploitation;
- 1.3. Sexual harassment;
- 1.4. Stalking;
- 1.5. Indecent exposure;
- 1.6. Voyeurism;
- 1.7. The distribution of a sexually explicit photograph or video of a person to one or more persons other than the person in the photograph or video without the consent of the person in the photograph or video and with the intent to distress the person in the photograph or video;
- 1.8. The attempt to commit an act of sexual misconduct; and
- 1.9. The threat to commit an act of sexual misconduct.

3. A Complaint of sexual misconduct is different than a Report of sexual misconduct. A Complaint is when the victim/survivor discloses or chooses to tell someone at the institution of an incident of sexual misconduct in order to seek support, but may not want to make a formal report to police or the institution. A Report is a formal notification of an incident of sexual misconduct to someone at the institution accompanied by a request for action. A Report does not have to be made by the victim/survivor.

4. A student making a Complaint will be provided with resolution options and, if appropriate, accommodation, and will not be required or pressured to make a Report.



5. The process for making a Complaint about sexual misconduct involving a student is as follows:

5.1. Students, faculty and staff of Miami Ad School Vancouver will take all reasonable steps to prevent sexual violence involving its students on campus or events by reporting immediately to the Program Manager if students have been subject to, or they have witnessed or have knowledge of sexual violence involving Miami Ad School students, or have reason to believe that sexual violence has occurred or may occur which involves Miami Ad School students, using the following contact information:

Program Manager – Hillary Tutton, hillary@adschool.ca

5.2. Alternate contact in circumstances where the primary individual is absent and/or named in the Complaint:

Dean – Stephen Jurisic, stephen@adschool.ca

6. The process for responding to a Complaint of sexual misconduct involving a student is as follows:

6.1. Miami Ad School Vancouver will acknowledge receipt of the Complaint within 5 days and commence the review and investigation.

6.2. Miami Ad School Vancouver will keep all information disclosed confidential except in those circumstances it believes an individual is at imminent risk of self-harm, or of harming another, or there are reasonable grounds to believe that others on our campus or the broader community are at risk.

6.3. Miami Ad School Vancouver recognizes the right of the complainant to determine how their complaint will be dealt with. However, in certain circumstances, Miami Ad School Vancouver may be required by law or its internal policies to initiate an internal investigation and/or inform police without the complainant's consent, if it believes the safety of members of its campus or the broader community is at risk.

7. The process for making a Report of sexual misconduct involving a student is as follows:

7.1. A Report of sexual violence may be filed under this Policy, by any student of our college, to the Program Manager in a written statement and request for action, using the following contact information:

Program Manager – Hillary Tutton, hillary@adschool.ca

7.2. Alternate contact in circumstances where the primary individual is absent and/or named in the Complaint:

Dean – Stephen Jurisic, stephen@adschool.ca

8. The process for responding to a Report of sexual misconduct involving a student is as follows:

8.1. Miami Ad School Vancouver will acknowledge receipt of the Report within five days and commence the review and investigation.

8.2. Miami Ad School Vancouver will review the Report within a reasonable timeframe and confirm next steps in writing.

8.3. Upon a report of alleged sexual violence being made Miami Ad School Vancouver will initiate an investigation, including as follows:

8.3.1. Determining whether the incident should be referred immediately to police;

8.3.2. Determining what interim measures, if any, need to be taken during the investigation;

8.3.3. Meeting with the complainant to determine the date and time of the incident, the persons involved, the names of any person who witnessed the incident and a complete description of what occurred;

8.3.3. Interviewing the complainant, any person involved in the incident and any identified witnesses;

8.3.4. Interviewing any other person who may have knowledge of incidents related to the complaint or any other similar incidents;

informing the respondent of the complaint, providing details of the allegations and giving the respondent an

opportunity to respond to those allegations;

8.3.5. Providing reasonable updates to the complainant and the respondent about the status of the investigation; and determining what disciplinary action, if any, should be taken

8.4. If it is determined by Miami Ad School Vancouver that a student of our college has been involved in sexual violence, immediate disciplinary or corrective action will be taken up to and including termination of employment of instructors or staff or expulsion of a student.

8.5. In cases where criminal proceedings are initiated, Miami Ad School Vancouver will assist police agencies, lawyers, insurance companies, and courts to the fullest extent. Where criminal and/or civil proceedings are commenced in respect of allegations of sexual violence Miami Ad School Vancouver may conduct its own independent investigation and make its own determination in accordance with its own policies and procedures.

8.6. It is a violation of this Policy for anyone to knowingly make a false Report of sexual violence or to provide false information. Individuals who violate this Policy are subject to disciplinary and / or corrective action, up to and including termination of employment of instructors or staff or expulsion of a student.

8.7. It is a violation of this Policy to retaliate or threaten to retaliate against a complainant who has brought forward a Report of sexual violence, provided information related to a Report, or otherwise been involved in the investigation process.

9. In all instances the Miami Ad School Vancouver will:

9.1. Ensure the safety of the victim/survivor.

9.2. As appropriate, provide emergency numbers for on and off campus security (if applicable), law enforcement, medical assistance, mental health services, and other services.

9.3. Respect the right of the individual to choose the services they consider most appropriate.

10. It is contrary to this policy for an institution to retaliate, engage in reprisals or threaten to retaliate in relation to a Complaint or a Report.

11. Any processes undertaken pursuant to this policy will be based on the principles of administrative fairness. All parties involved will be treated with dignity and respect.

12. All information related to a Complaint or Report is confidential and will not be shared without the written consent of the parties, subject to the following exceptions:

12.1. If an individual is at imminent risk of severe or life-threatening self-harm.

12.2. If an individual is at imminent risk of harming another.

12.3. There are reasonable grounds to believe that others in the institutional community may be at significant risk of harm based on the information provided.

12.4. Where reporting is required by law.

12.5. Where it is necessary to ensure procedural fairness in an investigation or other response to a Complaint or Report.

## **Tuition Refund Policy**

### **Written Notice**

To initiate a refund, written notice must be provided:

1. By a student to the institution when the student withdraws, or
2. By the institution to the student where the institution dismisses a student.

Tuition Refund Policy for approved programs refund entitlement is calculated on the total fees due under the contract, less non-refundable (registration/application) fees.

### **Before the program start date, institution receives a notice of withdrawal:**

If written notice of withdrawal is received:



- a) no later than seven (7) days after student signed the enrolment contract and
  - b) before the program start date
- the institution will refund 100% of the tuition and all related fees\*, other than application fee.

\*Related fees include: administrative fees, application fees, assessment fees, and fees charged for textbooks or other course materials.

If written notice of withdrawal is received by the institution at least thirty (30) days before the later of:

- a) the program start date in the most recent Letter of Acceptance (international students)
  - b) the program start date in the enrolment contract,
- the institution may retain or recover up to 10% of the total tuition paid or payable under the student enrolment contract, up to a maximum of \$1,000.

If written notice of withdrawal is received by the institution more than seven (7) days after the student and institution signed the enrolment contract and less than thirty (30) days before the later of:

- a) the program start date in the most recent Letter of Acceptance (international students)
  - b) the program start date in the enrolment contract,
- the institution may retain or recover up to 20% of the tuition paid or payable under the enrollment contract, up to a maximum of \$1,300.

**After program start date, institution provides a notice of dismissal or receives a notice of withdrawal (applies to all approved programs, other than distance-education-only programs):**

If written notice of withdrawal is received by the institution or a student is dismissed after the start date of the program but on or before the date on which 10% of the hours of instruction of the program have been provided, the institution may retain or recover up to 30% of the tuition paid or payable under the student enrolment contract.

If written notice of withdrawal is received by the institution or a student is dismissed after the date on which more than 10% but less than 30% of the hours of instruction have been provided, the institution may retain or recover up to 50% of the tuition paid or payable under the student enrolment contract.

**Student does not attend – “no-show” (applies to all students except those enrolled in a program delivered solely by distance education):**

If a student does not attend the first 30% of the program, the institution may retain up to 50% of the tuition paid under the student enrollment contract.

**Institution receives a refusal of study permit (applies to international students requiring a study permit):**

If an institution receives a refusal of study permit before the date on which 30% of the hours of instruction of the program would have been provided to the student, had the student started the program on the later of the following:

- a) the program start date in the most recent Letter of Acceptance
- b) the program start date in the enrolment contract and the student has not requested additional Letter(s) of Acceptance, the institution will refund 100% tuition and all applicable fees, other than application fee.

Miami Ad School will refund fees charged for textbooks or other course materials, if the student does not receive these course

materials and any of the following apply:

- The student provides a notice of withdrawal to the institution
- The institution provides a notice of dismissal to the student
- The student does not attend any of the first 30% of the hours of instruction of the program.

When a refund is due, Miami Ad School will provide it to the student within 30 days of:

- Receiving a notice of withdrawal from a student
- Receiving a copy of refusal of a study permit
- Providing a student with a notice of dismissal
- Receiving an order from the registrar to issue a refund because a student was admitted in an approved program without meeting the admission requirements.
- The program end date included in the enrolment contract, if an institution did not provide a work experience to a student within 30 days of the end date.
- The date on which the first 30% of the program would have been completed, if a student did not attend the first 30% of the program.

**Online & Hybrid Learning Policies**

At Miami Ad School we take great pride in our approach to online and hybrid learning. In order to maintain the highest standards, and ensure the safety of our students, staff and instructors, we outline below the list of policies we have in place as they pertain to our delivery methods:

**1. Learning Platform:**

- a) Students will be given access to Miami Ad School's learning platform for a minimum of 18 hours daily, 7 days a week, allowing access to content material, communication and/or skill building materials.
- b) Any planned service outages will be communicated 24 hours in advance, and scheduled outside of core hours, when possible.
- c) Students will be given individual usernames and passwords to access the learning platforms used and their school email addresses
  - i. Students are required to keep their passwords and usernames confidential at all times and are not permitted to share these with other individuals.

**2. IT Issues**

- a) Students are responsible for reporting any IT issues they are experiencing, when appropriate, to Hillary Tutton at hillary@adschool.ca
  - i. IT Support will operate Monday to Friday between 10am - 6pm EST
  - ii. All IT issues reported will be responded to within 2, or less, business days upon receipt.
- b) Students experiencing IT issues will be provided with alternative instruction from their instructors that will allow them to continue to learn.

**3. Security**

- a) Miami Ad School ensures that all reasonable measures are put in place in order to protect the privacy of our student's personal information against loss, theft, or unauthorized access by:
  - i. Regularly monitoring our information storage to ensure access is restricted to current authorized personnel only
  - ii. Any relevant information is backed up and securely held to meet current respective provincial Ministry obligations of record retention.
- b) For more information on the type of information we collect, retain and how it is disclosed, if at all, please refer to our Consent to Use of Personal Information section of the Student Contract.
- c) Student Identity Verification



- i. Students are required to verify their identity before gaining access to their user credentials. This is done during the Admissions process and includes:
  - Providing Valid Photo Identification
  - Verification of Photo Identification via an in-person or online synchronous check
- ii. As stated in section I (c)(i) of this document, students are prohibited from sharing their credentials with others. This includes, but is not limited to, allowing another person to take part in their online evaluations in their place or sharing links to classes or events.
- iii. Students must be able to provide visual confirmation, when applicable, during online evaluations via an enabled camera. Student's may discuss in-person evaluations if visual confirmation is not possible but acceptance of this is at the school's discretion.

d) Breaches

- i. Student's are required to contact Miami Ad School at hillary@adschool.ca as soon as they become aware of a possible breach of security. Examples:
  - Unauthorized request for a password reset,
  - Suspicious activity on their account,
  - Receipt or acceptance of phishing or scam email looking for or collecting personal information
- ii. Reports of potential breaches will be taken seriously and answered swiftly by our Programmes Team. They will work to fix the breach internally but may consult third-party IT experts should the need arise.
- iii. Reports may result in a brief suspension of access to your account in order to investigate and attempt to keep all information secure. Should this occur, we will notify you and arrange for alternative ways to participate in class to ensure your continued education.

**Work Experience Policy**

Miami Ad School offers two types of work experience placements to students: practicum (Agency Lab) and cooperative placement.

**Practicum Placement (Agency Lab)**

Agency Lab practicum placement is considered an extended classroom and provides an opportunity for students to apply what they have learned in the classroom in a real agency environment. It is also a chance to gain exposure to a variety of agencies, teams and different departments to help set them up for a successful career in advertising. Participation in the Agency Lab practicum placement is mandatory for the programs where practicum is an integral component.

Students are eligible to apply for the Agency Lab practicum after completing one full year of the program and can choose their agency locally or internationally according to the list of available advertisement agencies provided by the school.

The requirements for participation in the Agency Lab practicum are:

- Attending students will be in the final year of their two-year program.
- Students participating in Agency Lab have been pre-qualified by the school.
- Students will have taken the prerequisite courses and completed a portfolio review.
- Credits required to participate in Agency Lab are equal to 16.
- Students must be in good academic standing.

Activities students will undertake at Agency Lab include but are not limited to:

- Attending classes at a hosting agency and/or on campus

- Completing assignments and projects given by the instructor
- Working closely with the agency creative team
- Attending meetings with clients
- Brainstorming ideas
- Working on creative briefs
- Generating ideas and concepts in tandem with the art director or copywriter
- Producing sketches, storyboards, art layouts based on creative visions and ideas
- Participating in marketing initiatives, with focus on strategic positioning and target audience

During Agency Labs students are obligated to complete two courses per quarter (one credit each) at the campus and two courses at the hosting advertisement agency. Credits granted for each Agency Lab are equal to 2.

**Cooperative Placement (Co-op)**

The co-op work experience is completed in the final quarter and is a part of the program in which the student obtains practical skills relevant to the learning objectives of the program. Participation in the co-op work experience is mandatory to complete the program.

Students can choose their placement locally or internationally according to the list of available advertisement agencies provided by the school.

Activities students will undertake during the co-op placement include but are not limited to:

- Working closely with the agency creative team
- Attending meetings with clients
- Brainstorming ideas
- Working on creative briefs
- Generating ideas and concepts in tandem with the art director or copywriter
- Producing sketches, storyboards, art layouts based on creative visions and ideas
- Participating in marketing initiatives, with focus on strategic positioning and target audience

During the co-op work experience students do not take any additional courses. Credits granted for co-op work experience are equal to 4.

**The number of hours of the work experience component**

Students must complete the required number of work experience hours as per their Student Enrolment Contract.

Total work experience hours for specific programs are:

| Program                                     | Hours of work experience   |
|---|--|
| Art Direction Portfolio                     | 240 hours cooperative placement                                  |
| Art Direction Portfolio (Agency Lab option) | 360 hours practicum placement<br>240 hours cooperative placement |
| Copywriting Portfolio                       | 240 hours cooperative placement                                  |
| Copywriting Portfolio (Agency Lab option)   | 360 hours practicum placement<br>240 hours cooperative placement |

Under no circumstances is the student obliged to work more than the stated hours on the Student Enrolment Contract. Should the student decide to do so, it will be at the sole discretion of the student and the school will not be held accountable for any issues arising out of this.

**How are students placed in a work experience component**

Practicum and co-op placements will be coordinated by the



Program Manager who will liaise with the agencies providing supervised work experience for students.

When a student is successfully placed, the student, the host agency and the school will enter into a Work Experience Agreement to formalize the placement. The Work Experience Agreement Form will be completed and signed by all three parties and a copy will be given to the student.

**Actions to take to commence work experience placement:**

1. Approximately 6 months before the work experience start date, the Program Manager will meet with the student to discuss available options for placement and provide instructions on the application process.
2. Approximately 3 months before the work experience start date, the Program Manager will schedule the student for portfolio review with the Dean.
3. The Program Manager will verify that the student has met all requirements.
4. The students must provide the Program Manager with an up-to-date portfolio and resume.
5. The Program Manager will liaise with the host agency and arrange an interview for the student.
6. The host agency reserves the right to accept or decline the student for placement based on their performance at the interview and suitability for the position. Students are strongly advised to prepare for the interview.
7. Once the student is accepted for placement, they will discuss the work schedule directly with the host agency and confirm the work experience start date.
8. The Work Experience Agreement Form will be jointly completed and signed by the student, the school and the host agency. A copy of the Work Experience Agreement form will be provided to the student.

**Monitoring and evaluation of student performance during the work experience**

Miami Ad School will monitor student's work experience performance, progress and hours worked through the Monthly Work Experience Reports. Students are required to submit their reports to the Program Manager at the end of each month.

Students will be jointly evaluated by the work experience host and the Miami Ad School. A minimum of one formal evaluation will be completed, with a scheduled midway check-in, via site visit, email or phone call, to discuss any issues.

**Actions to take at the end of work experience placement**

The work experience host will complete the Work Placement Evaluation Form at the end of the work experience term, to report on student's overall performance and submit to Miami Ad School.

The Program Manager will meet with the student to discuss the evaluation, if there are any issues. If there are no concerns or issues arising out of the final evaluation, the student's record will be updated and the student will be informed of the successful work experience completion.

**Signatures and Acknowledgment**

My signature below certifies that I have read, understood, and agreed to my rights and responsibilities, and that the institution's policies have been clearly explained to me.

\_\_\_\_\_  
Student Signature

\_\_\_\_\_  
Date Signed

\_\_\_\_\_  
Signature of Institution Representative

\_\_\_\_\_  
Date Signed

