

# CMDC 652. TRANSCREATION LAB

---

Credits: 2

Offered by: Technology & Innovation (Graduate Studies)

This course is not offered this catalogue year.

## Description

A detailed examination of the specificities of the transcreation process, including Search Engine Optimization (SEO) keyword research, the transcreation client brief and the quoting process for transcreation projects. Execution of a full-fledged transcreation project for a product or brand.

- Prerequisite(s): CMDC 630, 644; Minimum Grade or Test Scores : B-
- Restriction(s): Open only to students enrolled in the M.Sc.(Applied) in Multilingual Digital Communication; Non-Thesis program
- 1. Course is online, with instructor led, live-online sessions and asynchronous work.
- 2. Students will work in their chosen language pair(s).

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

[Launch Visual Schedule Builder](#)