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## **DIGITAL MARKETING**

### **Diploma Program In-Class**

**Program Length:** 36 Weeks - 720 Hours

**Course Type:** Diploma

**Delivery method:** In-class

**Students:** Domestic, International

**NOC 1123:** Median Start Wage \$59,663



Get A Career In Digital Marketing

# DIGITAL MARKETING DIPLOMA PROGRAM

## Program Overview

**What is Digital Marketing?** Digital marketing is the act of promoting and selling products and services by leveraging online marketing tactics such as social media marketing, search marketing, and email marketing.

Learn how to advertise through digital channels such as social media, mobile applications, email, web applications, search engines, websites, or any new digital channel.

## Work-Study Program

The Digital Marketing Diploma includes a Work Study Co-op component of 360 hours of work placement in a suitable business environment, which students are required to complete. This component allows students to observe how theory is implemented in practice, as well as acquire experience in their area of study. Students will gain the opportunity to apply the knowledge, skills and theory learned in the program to real-life situations and environments.

They will gain business experience in a real environment which will enhance their professional development.

### Careers related to Global Business

#### Management:

- Digital Marketing Manager
- Content Strategist
- Virtual Reality Developer
- SEO and SEM Specialist
- User Experience Designer
- Data Analysts
- Email Marketing Specialist
- Internet of Things Marketing Specialist
- PPC Consultant
- Paid Advertising Specialist
- PPC Manager



# DIGITAL MARKETING DIPLOMA PROGRAM



## Learning Outcomes

- Demonstrate an in-depth understanding of the digital marketing fundamentals.
- Design, monitor and optimize a digital marketing strategy.
- Utilize current workplace technologies effectively and efficiently.
- Execute online competitors' analysis and online audience analysis.
- Demonstrate an understanding of digital and e-commerce platforms.
- Demonstrate effective critical thinking and utilize problem-solving processes.
- Communicate effectively both orally and in written format with all employee levels.
- Demonstrate time management skills to meet assigned deadlines
- Demonstrate effective interpersonal and team building skills.
- Incorporate the principles of ethics and confidentiality into business decisions.

## Admission Requirements

- 18 years of age or older.
- Secondary school diploma or equivalent.
- Live online or In-person interview.
- IELTS of 6 or PTE or TOEFL result to prove English proficiency
- Post Secondary diploma, degree with a minimum GPA of 60% (if applicable)
- All certificates or degrees earned from another country must be assessed by any of the following institutions to determine Canadian equivalency:
  - World Education Services ([www.wes.org/ca](http://www.wes.org/ca))
  - International Credential Assessment Service ([www.icascanada.ca](http://www.icascanada.ca))