

DIPLOMA IN DIGITAL MARKETING: SOCIAL MEDIA PROFESSIONAL **ACADEMIC OR CO-OP**



Greystone
COLLEGE

- More than 50% of the world's population uses social media, and the average user spends almost 2.5 hours a day engaging on these platforms – learn how to reach clients where they spend their time!
- Explore a wide range of social media marketing platforms including Facebook, Instagram, Twitter, LinkedIn, YouTube, Yelp and Pinterest.
- Dive into metrics and analytics to help you choose the right channels for specific target markets, track your success, and develop strategic social media marketing plans.
- Learn how to write for the web and adapt your style and approach for different platforms to make the most impact.
- Take the co-op program to put your skills into practice and get Canadian references in a work placement related to social media marketing.
- Gain globally recognized certifications from Semrush, HubSpot, and Google.
- Build a portfolio to showcase your talent, expertise, and certifications as you progress through the program.



Campus

Vancouver, Toronto

Program Length Academic

Morning: 24 weeks

Evening: 48 weeks

Co-op

Morning: 48 weeks

24 weeks academic study + 24 weeks (Co-op)

Evening: 88 weeks

48 weeks academic study, includes scheduled breaks + 40 (Co-op)

Schedules will be adjusted in December to accommodate public holidays. Contact us for more information.

Start Dates / Morning (Vancouver only)

2023 Aug 14, Sep 11, Oct 10, Nov 6, Dec 4.
2024 (with 8 week summer break) Jan 2, Jan 29, Feb 26, Mar 25, Apr 22, Aug 12, Sep 9, Oct 7, Nov 4, Dec 2, Dec 30.

Start Dates / Evening

2023 Jan 3, Feb 27, Apr 24, Jun 19, Aug 14, Oct 10, Dec 4.
2024 Jan 29, Mar 25, May 21, Jul 15, Sep 9, Nov 4, Dec 30.

Entry Requirement

Students who are interested in attending Greystone College must have completed (graduated from) their final year of general schooling or GED, or have mature student status.

In Toronto only, be at least 18 years of age, and pass a superintendent approved qualifying test.

All applicants whose first language is not English must demonstrate an Intermediate 3 (I3) level of English with Greystone's online written test and speaking interview.

The online written and speaking test is exempt if TOEFL iBT 46, IELTS 5.5 or ILSC Intermediate 3 (I3) is presented.

Program Description

Learn how to set social media marketing goals, identify buyer personas, create targeted content, and choose the right platforms to reach and engage clients on social media. This comprehensive social media skill set will open up work opportunities across a wide range of organizations.

Take the co-op program to get hands-on social media marketing practice in a Canadian business or organization.

A diploma in Digital Marketing can open careers in many fields, such as Content Strategist, Email Marketers, SEO Specialists and Social Media Managers.

Why Choose the Co-op Program?

Co-op or "Co-operative Education" combines academic study with a work placement related to your study area. This popular Canadian learning approach provides students with hands-on experience in their study field, quality references, and networks that will give them a competitive edge for finding future work and growing their career.

All co-op and practicum programs include documentation support*, interview and job preparation, résumé building, monitoring throughout the co-op or practicum placement, and job search tips.

Students are responsible for paying any government fees related to work permit applications and study permit extensions.

Program Schedule

Daytime Program Schedule

24 WEEKS (ACADEMIC) OR 24 WEEKS (CO-OP STUDENTS)

Total weekly study hours = 20 (24 during specific sessions)

MON-THU	FRI
8:30 AM-1:00 PM Class	8:30 AM-11:00 PM Class
1:30 PM-2:45 PM Work Placement Skills <i>The Work Placement Skills course applies for Co-op students only, during sessions 1 and 4.</i>	

Evening Program Schedule

Vancouver

48 WEEKS ACADEMIC STUDY AND 40 WEEKS (CO-OP) Total weekly study hours = 20	
MON-THU	FRI
5:15 PM-9:00 PM Class	12:30 PM-5:30 PM

Toronto

48 WEEKS ACADEMIC STUDY AND 40 WEEKS (CO-OP) Total weekly study hours = 20	
MON-THU	
5:15 PM-9:00 PM Class	

Diploma in Digital Marketing: Social Media Professional Courses

The curriculum is subject to change.

ACADEMIC STUDY

CUSTOMER RELATIONSHIP MANAGEMENT

This course deals with the importance of customer expectations and how CRM influences customer experiences. It identifies how customers' experience and perception of an organization can be beneficial or detrimental to its success. In this course of study students will gain objective knowledge about what positively and negatively affects customers' experience.

DIGITAL MARKETING FUNDAMENTALS – BRANDING

Digital Marketing Fundamentals- Branding lays the groundwork for students to understand the key components of brand identity, how to create Unique Selling Proposition (USP) and why it is important. Students are also introduced to the portfolio that they build as a professional showcase of their work and certifications.

DIGITAL MARKETING FUNDAMENTALS – DOMAIN, ONLINE, EMAIL MARKETING

Digital Marketing Fundamentals lays the groundwork for students to understand how online and offline marketing methods work together to deliver results. Students will learn the terms and concepts used in the industry and how they are applied in practical situations. In this course, students will earn the Mailchimp Academy Foundations Certification; Mailchimp Academy Email Marketing Certification; HubSpot Email Marketing Certificate; and HubSpot Inbound Marketing Certification.

SOCIAL MEDIA MARKETING STRATEGIES: FACEBOOK, TWITTER, INSTAGRAM

Social media as a marketing tool can make or break brand image and has rapidly become the channel of choice for companies to reach their target audience. In this course, students will earn the Hootsuite Platform Certification and the Social Media Marketing Certification.

SOCIAL MEDIA MARKETING STRATEGIES: LINKEDIN, YOUTUBE, YELP, PINTEREST

Learning how to choose the right social media platform and how best to utilize the features offered by that platform is the primary focus of this course. We take the most popular social media platforms and examine how businesses can best use them to reach customers. In this course, students will earn the Google Ads Search Certification; Google Ads Display Certification; and Google Ads - Measurement Certification.

WRITING FOR THE WEB

Marketing in the digital age is all about content. From your website, YouTube channel, blog, brochure, or tweets, content is what differentiates a mediocre from a viral marketing campaign. However, not all content is created equal, and careful consideration needs to be given to everything published to maximize its effect. Tweets, blog posts and website copy all serve different purposes and carry their own constraints. This course provides the skills to navigate the content creation challenge successfully. In this course, students will earn the Muck Rack Fundamentals of Media Relations Certification.

WORK PLACEMENT SKILLS PART 1 & 2

This course is delivered in two parts. In Part 1, students will develop the basic skills for finding and securing work in Canada – they will learn about resumes, cover letters, tax forms and more. Part 2 of the course is designed especially for Co-op students. It provides additional support to help students find and secure a co-op placement related to their studies and explains expectations and responsibilities during the work term.

**Evening program students taking academic (non-co-op) programs will take the first part of the Work Placement Skills Course. Co-op students will complete part 1 and 2. Daytime academic (non-co-op) students will take the Job Search Preparation course.*

JOB SEARCH PREPARATION

In this course students will learn strategies and techniques to establish and implement a personal professional development plan to strive for efficiency and effectiveness in business. Students will reflect on their personal Self-Awareness through assessing their values, strengths and weaknesses as well as their vision in life. This will also help students set meaningful life and career goals, align with their goals more effectively and understand oneself in relation to others.

**This course is only required for students taking the academic (non-co-op) program in the daytime schedule. Evening program students and Co-op students will take Work Placement Skills.*

CO-OP WORK EXPERIENCE

During the co-op work placement, students will put their skills into practice in a local workplace in a position related to their specific program objectives. Students will be required to complete job tasks as assigned to them by the employer. In addition, students are required to provide regular feedback (monthly) on their placement experience to Greystone College using prescribed reporting forms.

THE CO-OP WORK EXPERIENCE COULD INCLUDE ENTRY-LEVEL POSITIONS IN POSITIONS LIKE:

- Advertising
- Media
- Marketing
- Communications
- Sales



Greystone
COLLEGE

LEARN MORE ABOUT OUR SCHOOL

GREYSTONECOLLEGE.COM

Greystone College of Business and Technology (Toronto) Inc. (Greystone College (Toronto)), Greystone College of Business and Technology (Greystone College (Vancouver)), and Collège Greystone (Greystone College (Montréal)) are herein collectively referred to as "Greystone College".

Program information is current as of ©231018 but is subject to change. The most up-to-date information about Greystone College Canada programs and admissions is always available on our website: www.ilsc.com/greystone-college/canada. In case of any discrepancy between this document and our website, the website information will prevail.