



Greystone
COLLEGE

MICRO-CREDENTIALS TORONTO

BOOK INDIVIDUAL COURSES FROM OUR DIPLOMA PROGRAMS

Courses may be available in a Morning schedule or Evening schedule. Schedules vary depending on which full program the course is a part of. Please see our website for [Toronto](#) schedules.



**DEVELOP
TRANSFERABLE,
PRACTICAL CAREER
SKILLS IN JUST
4-6 WEEKS!**

**NO STUDY
PERMIT REQUIRED.**



Terms & Conditions:

- 1) Course availability must be checked with the admissions team before submitting an application
- 2) The free Academic English Placement Test can be used to determine if a student meets the required English level
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- 5) Admission Requirements: ilsc.com/greystone-college/canada/admissions



APPLICATION FEE: \$200

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.

Required level: I3

Start dates

2024 Evening: Nov 4

Tuition Fee: \$1,575

Materials Fee: \$270

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.

Required level: I3

Start dates

2024 Evening: Jul 15, Dec 30

Tuition Fee: \$1,575

Materials Fee: \$200

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.

Required level: I3

Start dates

2024 Evening: Sep 9 | **2025 Evening:** Feb 24

Tuition Fee: \$1,575

Materials Fee: \$200

SEARCH ENGINE OPTIMIZATION

Moving beyond basic keywords and PPC marketing, SEO takes a deeper look into what businesses need to do to get their content in front of their target audience. This course takes an international view on the subject and covers much more than Google; learn to incorporate SEO strategies across multiple platforms and geographic regions. It includes keywords, linking, backlinking and strategies to get onsite and offsite SEO working.

Required level: I3

Start dates

2024 Evening: May 21, Nov 4

Tuition Fee: \$1,575

Materials Fee: \$200

STRATEGIC WEB DESIGN - THE CREATIVE EFFORT

Website design is undergoing a radical change in how sites are built and how they're viewed. With a need to be viewable on everything from large screens to the smallest phones, newer methods to deliver and display increasingly complex sites have been created. The increased complexity is being handled with website templates and HTML5 programming. Students will gain an understanding of these changes and how digital marketing professionals are adapting. They also will be able to use templates and WordPress to build a fully functional website that showcases their talent.

Required level: I3

Start dates

2024 Evening: Jul 15, Dec 30

Tuition Fee: \$1,575

Materials Fee: \$200

STRATEGIC WEB DESIGN - ANALYTICS AND BEYOND

Students will examine aspects of website security, asset security, and cloud and data security. Students will become familiar with various business and geographic listings options available and how they can be utilized as online marketing tools. Students will become familiar with CRM and loyalty cards and apps. Students will become familiar with eCommerce. Students will be able to identify why content marketing is important. Students will be able to transmit content marketing messages through various channels.

Required level: I3

Start dates

2024 Evening: Sep 9 | **2025 Evening:** Feb 24

Tuition Fee: \$1,575

Materials Fee: \$200

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

Required level: I3

Start dates

2024 Evening: May 21, Nov 4

Tuition Fee: \$1,575

Materials Fee: \$200

SOCIAL MEDIA MARKETING STRATEGIES

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.

Required level: I3

Start dates

2024 Evening: Jul 15, Dec 30

Tuition Fee: \$1,575

Materials Fee: \$200

ADVERTISING

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 business can best use them to reach customers

Required level: I3

Start dates

2024 Evening: Sep 9 | **2025 Evening:** Feb 24

Tuition Fee: \$1,575

Materials Fee: \$200

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APPLICATION FEE: \$200

BUSINESS LAW

The course provides students with an overview of business law and an understanding of basic legal terminology. Since contracts form the heart of business operations, a significant portion of the course is dedicated to contract law and various legal issues arising from contract disputes. Class topics and discussions will draw on examples from current news media reports on legal cases. Knowledge of the court system includes field trips to the law courts.

Required level: I4

Start dates

2024 Morning: Sep 9 | **2024 Evening:** Nov 4

Tuition Fee: \$1,575

Materials Fee: \$200

INTERNATIONAL BUSINESS

This course introduces students to globalization and to the value-adding activities of businesses in the current global economy. We discuss the impact of national cultures on doing business globally. In addition, we examine the external forces that impact businesses, international organizations, legal and labor forces in the global context. The course touches on strategic alliances and the impact of rapid environmental changes on strategic planning for international business.

Required level: I4

Start dates

2024 Morning: Oct 7 | **2024 Evening:** Jan 29, Dec 30

2025 Morning: Feb 24, July 14

Tuition Fee: \$1,575

Materials Fee: \$200

MARKETING

This course is designed to provide students with an introduction to marketing concepts and terminology. It examines the importance of marketing within organizations and society in general. Students will study the major components of a marketing plan, the marketing mix and consumer relationships. They will learn how to address the basic needs of companies in planning, developing, and managing products, distribution channels, promotion and pricing.

Required level: I4

Start dates

2024 Morning: Nov 4 | **2024 Evening:** Mar 25

2025 Morning: March 24, Aug 11 | **2025 Evening:** Feb 24

Tuition Fee: \$1,575

Materials Fee: \$200

ORGANIZATIONAL BEHAVIOUR

This course introduces students to the concepts of organizational behaviour and their application in today's business environments. Students will develop insights into how the behaviour of individuals and groups impact organizations. Further, they will learn to apply the theories and concepts of organizational behaviour to develop effective managerial competencies in such areas as teamwork, motivation, decision making and leadership.

Required level: I4

Start dates

2024 Morning: Dec 2 | **2024 Evening:** May 21

2025 Morning: April 21, Sept 8

Tuition Fee: \$1,575

Materials Fee: \$200

MANAGERIAL COMMUNICATIONS

The ability to communicate well is an essential requirement for all employees of an organization. In this course we explore the importance of communication in business and cross-cultural environments; students also compose various forms of written communication and prepare and deliver a formal business presentation.

Required level: I4

Start dates

2024 Morning: May 21, Dec 30 | **2024 Evening:** Jul 15

2025 Morning: May 20, Oct 6

Tuition Fee: \$1,575

Materials Fee: \$200

INTRODUCTION TO MANAGEMENT

This course introduces students to the concept of management by exploring the roles and functions of managers in a business environment. The purpose of the course is to enhance the students' understanding of the elements of the management processes of planning, organizing, directing and controlling organizational activities. The course is designed to build a foundation of knowledge needed in future management courses.

Required level: I4

Start dates

2024 Morning: Aug 12 | **2024 Evening:** Sep 9

2025 Morning: Jan 27, Jun 16, Nov 3

Tuition Fee: \$1,575

Materials Fee: \$200

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APPLICATION FEE: \$200

CUSTOMER INTERACTION

In this course, students will gain the knowledge required to deliver a fundamental customer service to both internal and external customers. Good customer service requires the ability to greet and serve customers and to respond effectively to customer service enquiries including routine customer problems.

Required level: B4

Start dates

2024 Morning: Nov 4
2025 Morning: Mar 24, Aug 11 | **2025 Evening:** Feb 24

Tuition Fee: \$1,575

Materials Fee: \$200

PROVIDING INFORMATION & ASSISTANCE

In this course, students will gain the knowledge required to provide customers with information and assistance on facilities, products and services. They will learn how to identify customer needs and how to build their knowledge base in order to provide relevant and helpful information.

Required level: B4

Start dates

2024 Morning: Oct 7 | **2024 Evening:** Dec 30

Tuition Fee: \$1,575

Materials Fee: \$200

WORKPLACE COMMUNICATION

In this course students will learn the key principles of business communication, becoming aware of different means of communication and building effective strategies for collecting and presenting information.

Required level: B4

Start dates

2024 Morning: Dec 2 | **2024 Evening:** May 21
2025 Morning: Apr 21, Sep 8

Tuition Fee: \$1,575

Materials Fee: \$200

HOSPITALITY, TOURISM & TRAVEL INDUSTRY INFORMATION AND ASSISTANCE

In this course, students will gain the knowledge required to source and use current and emerging information on the hospitality, tourism and travel industry. Students will develop researcher skills in order to stay current on industry structure and technology issues. Personnel integrate this essential knowledge on a daily basis to work effectively in the industry.

Required level: B4

Start dates

2024 Morning: Sep 9 | **2024 Evening:** Nov 4
2025 Morning: Feb 24, Jul 14, Dec 1

Tuition Fee: \$1,575

Materials Fee: \$200

RESTAURANT SERVICE

The Restaurant Service Course will teach you how to provide excellent food and beverage service while learning important protocols to ensure food safety and safe service of alcohol. The course will prepare you for entry-level food and beverage positions in the tourism and hospitality industry. Upon completion of the course, students will be prepared to take exams for the following certifications, which may be required for certain food and beverage jobs in Canada: - American Hotel and Lodging Education Institute START* Restaurant Server certification - Smart Serve** (Ontario) or Serving it Right (British Columbia) certification - Food Safety Basics / Food Safe Level 1 certification *START program is registered trademark of American Hotel and Lodging Association. **Smart Serve is a registered trademark of Smart Serve Ontario.

Required level: B4

Start dates

2024 Morning: Aug 12 | **2024 Evening:** Jul 15
2025 Morning: Jan 27, Jun 16, Nov 3

Tuition Fee: \$1,575

Materials Fee: \$200

WORKING EFFECTIVELY WITH OTHERS

In this course, students will develop teamwork skills for the workplace. The course covers topics like working in a group environment, promoting team commitment and cooperation, supporting team members and dealing effectively with issues, problems and conflict.

Required level: B4

Start dates

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2025 Morning: May 20, Oct 6

Tuition Fee: \$1,575

Materials Fee: \$200

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