ATTESTATION OF COLLEGE STUDIES, DIGITAL MARKETING PROFESSIONAL, WITH PRACTICUM

ilsc

Greystone COLLEGE

- Build a dynamic skill set for building a brand & marketing online through websites, social media, blogs, email campaigns.
- Explore Ecommerce, Customer Management Systems, WordPress, & other digital tools used to connect with & manage customer relationships.
- Learn about analytic tools & discover how to use data to strategically plan & refine your digital marketing efforts to achieve goals & targets.
- Put your new skills into practice in a Practicum placement in a role related to digital marketing.

Campus

Montréal

Program Length

Evening: 76 weeks

(72 weeks academic study, includes scheduled breaks + 4 weeks practicum expeirence)

Schedules will be adjusted in December to accommodate public holidays.

Program Hours

1005 total hours

15 hours/week

2022 Start Dates

Evening: Jan 31, Mar 28, May 24, Jul 18, Sep 12, Nov 7

2022 Fees

Registration fee:	**$200**
Evening Tuition:	**$13,350**
Material fee:	**$1,450**

All fees are in Canadian dollars.

Bursaries available. Contact us or your local Greystone College representative for more info.

Practicum Program includes: Permit sponsorship, documentation support, interview and job preparation, résumé building, monitoring throughout the practicum placement, and job search tips.

The student is responsible for the payment of any government fees related to the application for a work permit and the extension of study permit.

Entry Requirement

- A candidate is eligible for an Attestation of College Studies program (AEC) if their educational training is deemed sufficient by the College and if it meets one of the following conditions:
  a) A candidate has interrupted their full-time studies for at least two (2) consecutive sessions or for one (1) full school year;
  b) The candidate has pursued their post-secondary education for a period of at least one (1) year.
- All students must have their own device (tablet/phone/laptop) to access course materials through our Learning Management System (LMS).
- All applicants whose first language is not English must demonstrate an Intermediate 3 level of English with Greystone's online written test and speaking interview.

The online written and speaking test is exempt if iBT 46, IELTS 5.5 or ILSC Intermediate 3 is presented.
If an applicant fails to meet the minimum requirements, they cannot be waived by either the institution or the student.

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Program Description

This program provides students with a solid foundation in digital marketing skills and help students gain employment in their chosen field; whether that is to lead a team or start their own company. Digital marketing has become the primary channel for business to communicate with prospective customers. Students will acquire the skills needed to launch a brand onto the global stage. They will learn tools and techniques from designing a compelling website to leveraging social media channels. Students will learn how to apply their knowledge in the real world from industry experts. They will work with the same tools and technology that the professionals use – Google Analytics, WordPress, Shopify, HubSpot and more.

During the 4-week practicum, students will apply theories learned in class to real world settings that are relevant to their field of study, and align with the learning objectives of the program.

Program Schedule

Evening Program Schedule

Students taking the evening program will complete course work during a series of 6-week sessions. After every 6 week session, students have a 2-week break before starting their next session.

72 WEEKS ACADEMIC STUDY	4 WEEKS PRACTICUM EXPERIENCE
MON–THU **5:15 PM - 9:00 PM**	
Class*	Work schedule as per employer requirements

Includes a 15 minute break.

Attestation of College Studies, Digital Marketing Professional, with Practicum Courses

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.

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.

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.

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.

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.

SOCIAL MEDIA MARKETING STRATEGIES: LINKEDIN, YOU TUBE, & MORE

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.

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 an international view on the subject covering much more than Google, incorporating SEO strategies across multiple platforms and geographic regions. It includes keywords, linking, backlinking and strategies to get onsite and offsite SEO.

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.

LABOUR MARKET INTEGRATION 1 & 2

Students will focus on defining their future goals and career aspirations, and will learn how to write effective résumés and cover letters, interview basics, and how best to find work in their new field.

PRACTICUM (4 WEEKS)

Students will prepare to take their new skills and knowledge into the job market in a practicum related to their program. Students will be required to complete job tasks as assigned to them by the employer.

The curriculum is subject to change.

Bring your own device

To ensure our students have the most transformative learning experience we recommend the following minimum device requirements:

- Windows 7 or Mac OS v.10.7 or higher
- Processor: Intel I5-6400 or Ryzen 5 1400 minimum
- Memory: 4 GB recommended
- Screen: 14 inches recommended
- Connectivity: WI-FI and LAN
- Ports: minimum 1 USB 3.0 port
- Mouse and video camera

We recommend purchasing an external numeric keyboard if your device does not already have one. Students are provided with a free Microsoft Office 365 account during their studies.

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