

# DIPLOMA IN DIGITAL MARKETING PROFESSIONAL CO-OP



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.
- Develop a comprehensive skills to prepare you for a hot job market - digital marketers are in demand in Canada and globally!
- Put your new skills into practice in a Co-op work placement in a role related to digital marketing.

## Campus

Vancouver, Toronto

## Program Length

**Evening: 130 weeks**

(72 weeks academic study, includes scheduled breaks + 58 weeks work experience)

*Schedules will be adjusted in December to accommodate public holidays.*

## 2022 Start Dates

**2022 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.**

## Co-op program includes:

Documentation support, interview and job preparation, résumé building, monitoring throughout the co-op 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

- 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 level of English with Greystone's online written test and speaking interview.
- All students must have their own device (tablet/phone/laptop) to access course materials through our Learning Management System (LMS).

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

*If an applicant fails to meet the minimum requirements, they cannot be waived by either the institution or the student.*

## 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.

## Co-op Work Experience

This Work Experience is an integral part of the Co-op program. Students will apply the theories learned in class in real world work settings that are relevant to their field of study and align with the learning objectives of the program. Program Orientation and Pre-Placement prepares students' for finding a suitable placement. Throughout the work experience term, you will receive the support and guidance of a dedicated Co-op Program Advisor who will work with you and ensure that you receive all the support that is needed to successfully complete 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.

### Vancouver

72 WEEKS ACADEMIC STUDY		58 WEEKS CO-OP
MON-THU 5:15 PM - 9:00 PM	FRI 12:30 PM - 5:30 PM	
Class	Weekly instructional Review	Work schedule as per employer requirements

*\*Includes a 15 minute break.*

### Toronto

72 WEEKS ACADEMIC STUDY		58 WEEKS CO-OP
MON-THU 5:15 PM - 9:00 PM		
Class*		Work schedule as per employer requirements

*\*Includes a 15 minute break.*



# Diploma in Digital Marketing Professional 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.

## THE CO-OP WORK EXPERIENCE COULD INCLUDE ENTRY-LEVEL POSITIONS IN THE FOLLOWING AREAS

- Advertising
- Media
- Marketing
- Communications
- Sales

## 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.

## 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.

## CO-OP WORK EXPERIENCE

### 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 and final) on their work experience to Greystone College using prescribed reporting forms.

*\* The curriculum is subject to change. \* 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.

## THE ONTARIO MINISTRY OF ADVANCED EDUCATION AND SKILLS DEVELOPMENT

The Ontario Ministry of Advanced Education and Skills Development is responsible for the administration of laws relating to education and skills training in the province of Ontario. The Ministry oversees the development and the review of standards for programs of instruction, in order to clearly identify the essential skills and knowledge that graduates of that program must acquire.



## PRIVATE TRAINING ACT OF MINISTRY OF ADVANCED EDUCATION

Greystone College Vancouver is registered and holds a designated certificate under the provisions of the Private Training Act of Ministry of Advanced Education. The Ministry of Advanced Education provides leadership and direction for the world class post-secondary education and training system in British Columbia



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