

# DIPLOMA IN DIGITAL MARKETING: SOCIAL MEDIA PROFESSIONAL



Greystone  
COLLEGE

- 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.
- Look at how to convey consistent brand messaging across platforms while tailoring to the unique needs and strengths of different digital marketing channels.

## Campus

Vancouver\*, Toronto

\*PTIB approval pending for the Vancouver program

## Program Length

**Evening: 48 weeks**

Schedules will be adjusted in December to accommodate public holidays.

## 2021 Start Dates

**2021 Evening:** Feb 15, Apr 12, Jun 7, Aug 2, Sep 27, Nov 22

**2022 Evening:** Jan 31, Mar 28, May 24, Jul 18, Sep 12, Nov 7

## 2021 Fees

Registration fee:	<b>\$200</b>
Tuition:	<b>\$11,700</b>
Material fee:	<b>\$950</b>

All fees are in Canadian dollars.

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

## Entry Requirement

- Students who are interested in attending Greystone College must have a secondary school diploma, GED or 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 College's online written and speaking test.

The online written and speaking test is exempt if TOEFL 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.

## Program Description

This program provides students with a solid foundation in social media marketing. Goal setting, buyer personas, platform selection and best practices provide students a key foundation to social media marketing strategies. Students will learn how to choose the correct platform and best utilize the features offered in each platform. Students will also develop skills in interview techniques, and be able to assess client goals, audiences, and niches. As students explore how to tailor content for success on a variety of platforms, they'll build skills to help them with idea generation and brainstorming and will explore how to outline and structure their writing for the web.

## Program Schedule

### Evening Program Schedule

Students taking the evening program will begin their program with 2 weeks in the Job Search Preparation Course before taking their first 6-week course. After every 6-week course, students take a 2-week break before starting their next course.

### Vancouver

48 WEEKS ACADEMIC STUDY	
MON-THU 5:15 PM - 9:00 PM	FRI 12:30 PM - 5:30 PM
Class*	Weekly instructional Review

\*Includes a 15 minute break.

### Toronto

48 WEEKS ACADEMIC STUDY
MON-THU 5:15 PM - 9:00 PM
Class*

\*Includes a 15 minute break.

# Diploma In Digital Marketing: Social Media 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.

## 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, 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 business can best use them to reach customers.

## 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

Students will develop the basic skills for finding and securing work in Canada – they will learn about resumes, cover letters, tax forms and more.

\*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