DIPLOMA IN DIGITAL MARKETING: SOCIAL MEDIA PROFESSIONAL

- 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

Program Length

**Evening: 48 weeks**

Schedules will be adjusted in December to accommodate public holidays.

2021 Start Dates

**Evening:** Jan 4, Feb 15, Apr 12, Jun 7, Aug 2, Sep 27, Nov 22

2021 Fees

- Registration fee: $200
- Tuition: $11,700
- Material fee: $950

All fees are in Canadian dollars.

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

<table>
<thead>
<tr>
<th>FIRST 2 WEEKS</th>
<th>ACADEMIC STUDY</th>
<th>BREAK</th>
</tr>
</thead>
<tbody>
<tr>
<td>MON-THU</td>
<td>MON-THU</td>
<td>MON-THU</td>
</tr>
<tr>
<td>5:15-6:30 PM</td>
<td>4:15-8:15 PM</td>
<td>Scheduled Break</td>
</tr>
<tr>
<td>Job Search Preparation (2 weeks only)</td>
<td>Course (6 weeks / course 36 weeks total)</td>
<td>2 weeks between each course–10 weeks total</td>
</tr>
</tbody>
</table>

Toronto

<table>
<thead>
<tr>
<th>FIRST 2 WEEKS</th>
<th>ACADEMIC STUDY</th>
<th>BREAK</th>
</tr>
</thead>
<tbody>
<tr>
<td>MON-THU</td>
<td>MON-THU</td>
<td>MON-THU</td>
</tr>
<tr>
<td>5:15-6:30 PM</td>
<td>5:15-8:00 PM</td>
<td>Scheduled Break</td>
</tr>
<tr>
<td>Job Search Preparation (2 weeks only)</td>
<td>Course (6 weeks / course 36 weeks total)</td>
<td>2 weeks between each course–10 weeks total</td>
</tr>
</tbody>
</table>

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".
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, 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 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.

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.

* The curriculum is subject to change.

Ontario

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.