

# DIPLOMA IN DIGITAL MARKETING: WEBSITE MANAGEMENT AND DESIGN



Greystone  
COLLEGE

- Learn how to adapt content for the responsive web and make design choices that work well across different devices.
- Build skills to support strategic website planning and development, considering content marketing, audience targeting, SEO, and analytics to achieve website goals.
- Create a fully functional WordPress website to practise and showcase the skills you learn throughout the course.
- Explore website security, asset security and cloud and data security.

## 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

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

## 2021 Fees

Registration fee:	\$200
Evening Tuition:	\$11,700
Material fee:	\$950

All fees are in Canadian dollars.

## 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.

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 web management. Website design is undergoing a radical change in how sites are built and how they're viewed. People now interact with the web on everything from large screens to the smallest phones; sparking the creation of new methods to deliver and display increasingly complex sites, using 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. They will examine aspects of website security, asset security, and cloud and data security. Students will incorporate SEO strategies across multiple platforms and geographic regions. Students cover how Google and other search engines deal with various platforms and social media. They also cover the audience and a needs assessment to identify the correct SEO strategy.

## 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

FIRST 2 WEEKS	ACADEMIC STUDY	BREAK
MON-THU	MON-THU	MON-THU
5:15-6:30 PM Job Search Preparation (2 weeks only)	4:15-9:15 PM Course (6 weeks / course 36 weeks total)	Scheduled Break 2 weeks between each course- 10 weeks total

### TORONTO

FIRST 2 WEEKS	ACADEMIC STUDY	BREAK
MON-THU	MON-THU	MON-THU
5:15-6:30 PM Job Search Preparation (2 weeks only)	5:15-9:00 PM Course (6 weeks / course 36 weeks total)	Scheduled Break 2 weeks between each course- 10 weeks total

# Diploma In Digital Marketing: Website Management and Design 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.

## 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 working.

## 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.*



## 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