

Business and Digital Marketing Specialist

PROGRAM OBJECTIVES

Business and Digital Marketing Specialists work on developing the strategies used in marketing a company's product(s) or managing an organization's image and online, using various techniques and tools such as social media. The Business and Digital Marketing Specialist program provides students with foundational business courses including those in Microsoft Office and bookkeeping, along with the core essential skills and knowledge in the major areas of the field, including email marketing, search engine optimization, search engine analytics and social media platforms and strategies.

CAREER OPPORTUNITIES

Upon completion of this program, which include a three-month field placement, graduates will be eligible for employment in a wide cross-section of businesses and organizations which have an online presence. These include retail companies, manufacturing companies, logistics companies, engineering consultancies, organizations in healthcare, and management consultancies.

PREREQUISITES

If a student does not have Grade 12 or equivalent, he/she must achieve a minimum score of 18 on the Wonderlic Test.

GRADUATION REQUIREMENTS

A student must obtain an overall grade, in each module of at least 70% in order to graduate and receive a diploma. A student must complete all requirements of Student Success Strategies, any certificate training, as well as the field placement requirements.

PROGRAM OVERVIEW

Course	Hours
Student Success Strategies	20
Career Planning and Preparation - Level I	20
Software Lab - Computer Fundamentals	40
Software Lab - Word Processing	40
Software Lab - Spreadsheets	40
Software Lab - Presentations	40
Software Lab - Database Management	40
Writing for Comprehension	40
Business Math	40
Bookkeeping Level I and II	80
Software Lab - Outlook	20
Software Lab - Advanced Excel	60
Introduction to Marketing	40
Digital Marketing Foundations	40
Content Strategy	20
Writing for Online Success	20
Email Marketing	20
Social Media Platforms and Strategies	80
Online Community Management	20
Website Content Management	40
Fundamentals of Graphic Design	40
Search Engine Optimization	40
Search Engine Marketing with AdWords	40
Display Advertising and Mobile Marketing	20
Online Reputation Management	20
Search Engine Analytics	40
Career Planning and Preparation - Level II	20
Business and Digital Marketing Specialist Field Placement	12 Weeks

TOTAL WEEKS 61

**Work terms/internships are scheduled for a minimum of 30 hours per week, but the total number of hours worked and the timing of hours scheduled are at the discretion of the employer/host to a maximum of 40 hours per week.

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COURSE DESCRIPTIONS

Student Success Strategies

In this orientation module, emphasis is placed on thinking about achieving success from Day One. This module stresses the importance of developing non-technical skills to enhance personal, academic, and career success. This includes understanding learning styles and honing practical study skills, such as memory, reading, note- and test-taking techniques. Personal exercises will focus on teamwork, decision making and problem solving skills, setting SMART goals and maintaining a positive attitude; techniques for managing change, stress and conflict will also be explored.

Career Planning & Preparation - Level I

This module introduces tools for planning and preparing for a successful job search, so that students can maintain a career-focused approach throughout their education program. Students will learn about the "Hidden" Job Market and ways to access it in their upcoming job search, how to research opportunities and network for industry contacts, and use appropriate etiquette when communicating with prospective employers. Students will identify their personal skills, values and preferences for the workplace, begin preparation of a professional resume and references, and organize proof documents for their career portfolio. Class discussions on various self-management topics introduced in Student Success Strategies will round out this module, which is a pre-requisite for Career Planning and Preparation - Level II.

Software Lab: Computer - Fundamentals

Through a combination of theory and hands-on-practice, this module examines the role and use of the computer in today's workplace. Emphasis is placed on those computers outfitted with the Microsoft Windows operating system. Students will review basic computer concepts, Windows OS usage, and complete hands-on training exercises in business-standard software applications, including Microsoft Outlook and Microsoft Word. Keyboarding skills are also honed via daily keyboarding exercises and drills.

Software Lab - Word Processing

This software lab module consists of online training and assessment in Microsoft Word, and builds on the skills introduced in Computer Fundamentals. Students learn a comprehensive set of skills, with coverage including formatting text for layout and appearance, formatting document sections, using styles, working with header/footer content, inserting and formatting tables, graphics and pictures, working with templates and themes, using advanced editing features, and working with mailing tools.

Software Lab - Spreadsheets

This software lab module consists of online training and assessment in Microsoft Excel. Students learn a comprehensive set of skills, with coverage including creating, formatting and printing worksheets, creating simple and advanced formulas, using mathematical, logical, statistical and financial functions, creating and modifying charts and pivot tables, and using data tools.

Software Lab - Presentations

This software lab module consists of online training and assessment in Microsoft PowerPoint. Students learn a comprehensive set of skills centered around the creation of attractive, professional-looking presentations. Students learn how to effectively use and format animations, transitions, pictures, audio, video, charts and tables, as well incorporate speaker notes and annotations into their presentations.

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Software Lab - Database Management

This software lab module consists of online training and assessment in Microsoft Access. Students learn a comprehensive set of skills, including creating and modifying database tables, defining table relationships, sorting data, creating simple and advanced queries, creating and formatting forms and reports, and creating and running macros.

Writing for Comprehension

Through lectures, textbook exercises, and classroom labs, this module teaches students the skills and knowledge necessary for apply basic writing skills when creating various memos, routine letters, good news letters, persuasive and bad news letters, presentations, and meeting agendas.

Business Math

This module provides students with an understanding of arithmetic, mathematics, and measurements used in common business and industry environments. At the end of the module the student will be able to define whole numbers, fractions, decimals and percentages, become familiar with equations and formulate, and learn the use of graphs.

Bookkeeping Level I and II

Emphasis is placed on analyzing and recording business transactions using the rules of double-entry bookkeeping. Adjusting journal entries are recorded and basic financial statements prepared. Preparation and posting of journal entries for a merchandising business are examined, coupled with preparation of cost of goods sold, cash and trade discounts, closing entries, and the use of special journals and subsidiary ledgers. Students will learn fundamental accounting principles, understand the classification of asset, liabilities, equities, utilize the double-entry system and a general ledger chart of accounts, post entries to those accounts, and prepare trial balances and the three financial statements. The complete accounting cycle is examined through closing entries, worksheets and the post-closing trial balance.

Software Lab - Outlook

This Microsoft Outlook course is created for students to build and validate the skills businesses need to succeed in today's information economy. It also provides students with the skills and knowledge they need to use to effectively manage e-mails, contacts, calendars, and tasks. Outlook has become the corporate standard electronic personal organizer. These are the foundational skills needed to communicate using Outlook in a variety of positions within and organization. This course is computer intensive and demands basic computer proficiency and a basic understanding of e-mail software. Students are expected to make arrangements to meet proficiency needs.

Software Lab - Advanced Excel

This course is aimed at students who have completed the Intermediate Excel course who need to learn more complex functions, data manipulation, templates, advanced formulas and functions, securing and sharing tools, pivot tables and analysis tools.

Introduction to Marketing

In this course students will learn and understand the importance, impact and role of marketing and marketing activities, and the internal and external factors that will impact a marketing plan. Students will learn how to effectively plan marketing activities strategically, based on conducting marketing research. Students will learn how to identify target customers and their needs.

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Digital Marketing Foundations

This course will give students a solid foundation in the strategic, tactical and creative essentials of Digital Marketing. Students will be introduced to many core concepts related to marketing communications, learn the fundamentals of digital marketing and how it's different from traditional marketing, as well as introductions to budgeting and its considerations. Students will have the opportunity to creating a brand style guide, and an analytics dashboard.

Content Strategy

Content is at the core of all marketing activity. In this course, students learn how to plan content marketing, how to develop content that works well for the target audience, and how to measure its impact.

Writing for Online Success

In this course, students will understand how the digital world is affected by writing. Additionally, they will understand how to structure their writing so that online readers will remain engaged until the end of the article. Students will also learn the difference between copywriting and content writing.

Email Marketing

Email is an effective marketing channel, especially at the conversion and retention stage of the customer journey. In this course, students learn how to create an email marketing strategy, create and execute email campaigns, and measure the results.

Social Media Platforms and Strategies

Social media technologies continue to transform interactions between businesses and their customers, providing an opportunity for consumers to voice their opinions and influence brand perception. In this course, students will learn how to use social platforms such as Facebook, Instagram, Twitter, and Snapchat to identify influencers, deliver targeted content, and understand the basic concepts of measuring success.

Online Community Management

This course allows students to understand the importance of cultivating, nurturing, and engaging with their audience as part of a larger content strategy, but more importantly, from a practice of real time engagement. Community managers are community advocates, brand evangelists, have savvy communications skills and shape editorial, and gather community input for future products and services.

Website Content Management

In this course, students will gain an understanding of the changing nature of website design and viewing (on large screens, Smartphones and everything in between). Students will discuss the ways in which digital marketing professionals are adapting to the changing nature of web design and how to manage a complex interactive media project. Learners will become familiar with the required steps in building a functional website incorporating graphics, video, and other marketing tools. Examining aspects of website and data security, students will become familiar with e-Commerce, content marketing, blog and social media posts, plug-ins, video channels, podcasts, and playlists as marketing tools.

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Fundamentals of Graphic Design

Students will develop foundational skills through exposure to the fundamental principles of graphic design: image-making, typography, composition, and working with colour and shape. This course will cover the relationship between graphic design and marketing and how visual media can affect the online consumer. This course will introduce students to the practical skills needed to design and evaluate marketing materials such as logos, images, and branded content.

Search Engine Optimization

Search engines are an essential part of the online experience. Students will learn how to optimize search engine presence, to ensure their content reaches their target audience, and to monitor the success of keyword selections. Students will analyze traffic, ranking, and conversions, creating a maintenance checklist. SEO strategies across multiple platforms will be discussed and practiced, as learners develop methods to optimize online traffic.

Search Engine Marketing with AdWords

In this course, students will learn how to use Google AdWords, including the Search and Display platforms. Google AdWords is a Pay-Per-Click (PPC) platform created by Google to ensure a company is visible on Search Engines and affiliate websites. Additionally, students will be exposed to PPC techniques that will help maximize marketing spending.

Display Advertising & Mobile Marketing

Display advertising is a powerful marketing tool, strengthened by new platforms like mobile, new video opportunities, and enhanced targeting. In this course, students learn how display advertising works, how it is bought and sold (including in a programmatic environment), and how to set up a display advertising campaign using AdWords by Google.

Online Reputation Management

In this course, students will learn how to build a robust and sustainable online reputation. This course will cover how an online reputation can be created, monitored, improved, and measured as well as how to deal with crises. Students will learn a brief history of social media and difficult lessons that were learned as the technology grew and evolved. Social media will be a key element of this course. Students will be exposed to real-life case studies and discuss how reputations were irreparably damaged, salvaged, and/or resurrected. The importance of a well-trained media relations manager will be stressed.

Search Engine Analytics

Because online activity can be tracked, the overall effect of a company's digital marketing efforts can also be tracked. In this course, students will learn how to use Google Analytics, an essential measurement tool that allows businesses to collect intelligent data and analytics to evaluate their audience, measure the success of acquisition and engagement efforts, evaluate user conversions related to organizational goals, and utilize the information in planning and budgeting.

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Career Planning & Preparation - Level II

This module continues to build on the concepts and skills introduced in Career Planning and Preparation - Level I. Students will learn how to conduct an effective job search and identify various methods of applying for work with today's technology. Students will create a personal list of "Top Employers" and target current industry opportunities, while finalizing their professional resume, portfolio and career correspondence. Students will learn to identify the different types and forms of interviews, practice responding to typical questions, and practice follow-up, evaluation and negotiation techniques they can use to ensure success. Self-management topics from Career Planning and Preparation - Level I will be reviewed, with a focus towards on-the-job success in both learner placements and post-graduate employment.

Business and Digital Marketing Specialist Internship

At the completion of the in-class section of this program, students are required to complete a 12-week work placement at a business or organization which utilize digital marketing tools and services. Students will have the opportunity to apply their newly developed knowledge and skills in a real-world environment.

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