

PROGRAM OBJECTIVES

Digital marketing has revolutionized the way businesses promote their brands, making it essential for companies to adapt to these evolving technologies. By mastering digital marketing skills, you can become a crucial asset to any marketing team. The demand for digital marketing specialists is rapidly increasing in both corporate and small business sectors.

In this program, you'll engage in projects and assignments that reflect real-world scenarios. You'll build brand identities, create customer personas, evaluate SEO requirements, and design search and display network campaigns using Google Ads.

CAREER OPPORTUNITIES

Upon completion of this program, which includes a two-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

1. Student has Grade 12 or equivalent or meets criteria for Mature Student Status.
2. Mature students must be 19 years of age, pass a qualifying test, and provide a Letter of Intent OR resume that supports their skills and aptitudes to be successful in the program.
3. The approved qualifying test for this program is the Wonderlic test. A passing score for this program is 18.

GRADUATION REQUIREMENTS

A student must obtain an overall grade, in each module of at least 60% 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
Digital Literacy for Professionals	40
Career Planning and Preparation - Level 1	20
Digital Marketing 1	40
Digital Marketing 2	40
Content Strategy	40
Fundamentals of Graphic Design	20
Website Content Management	20
Online Reputation Management	20
Email Marketing	20
Social Media Platforms and Strategies using AI Insights	80
SEM and PPC using AI Insights	80
Search Engine Optimization using AI	40
Google Analytics using AI Insights	40
Portfolios for Digital Marketing	40
Career Planning and Preparation - Level 2	20
Digital Marketing Field Placement	8 Weeks

TOTAL HOURS **780**

TOTAL WEEKS **37**

**Work terms/internships are scheduled for a minimum of 25 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**

This course stresses the importance of developing non-technical skills to enhance personal, academic, and career success. The course will address strategies that are important for all adult learners, such as managing finances, maintaining health and wellness, understanding learning styles, setting goals, and honing practical study skills (such as memory, reading, and test-taking techniques). In addition, this course emphasizes strategies needed to succeed in your program, such as navigating technology efficiently, interacting and engaging with peers and facilitators/instructors, and managing learning time and space.

Digital Literacy for Professionals

This course introduces you to the fundamental concepts and principles of learning and working in a digital environment. This course covers the following elements: using devices and handling information, creating and editing information, communicating and collaborating, and being safe and responsible online. This course will also cover proper naming conventions and folder organization.

Career Planning and Preparation - Level 1

This course will introduce you to, and provide practice in, using the tools required for a successful job search. Concepts covered in this course will help you maintain a career-focused approach throughout your studies so that you are better prepared to conduct a job search after graduating. Specifically, you will learn how to identify your soft and hard skills and how to articulate your abilities in a clear and concise Elevator Pitch that will appeal to employers and resonate with industry contacts. You will learn about the job search resources available to you including using career websites, creating LinkedIn profiles, accessing the “hidden” job market, and networking. You will examine sample résumés and cover letters and begin the process of creating your own professional résumés and cover letters that align with current conventions for content, organization, and formatting. You will also learn about the role of references, thank you letters, workplace philosophies, and strategies for success including maintaining a professional image and using proper etiquette when communicating with potential employers and industry contacts.

Digital Marketing 1

This course focuses on the fundamentals of marketing and demonstrates the distinction between traditional and digital marketing. By the end of this course, you will be able to define marketing as a concept, identify factors that contribute to strategic planning in marketing, and develop knowledge and skills pertaining to market segmentation, customer persona, and customer journey. You will learn how to effectively plan strategic marketing activities based on market research, and how to identify target customers and their needs.

Digital Marketing 2

This course will give you a strong foundation in developing strategic Integrated Marketing Communications plans, and it builds on the knowledge you developed in Digital Marketing 1. You will explore different strategies and tactics used in Integrated Marketing Communication Plans to help achieve business and marketing goals for clients. You will recognize how to apply the SMART goal format to identify strategic goals and then develop an Integrated Marketing Communications plan to support the successful achievement of those goals. How will you know if your plan worked? How will you

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communicate the success of the marketing budget and demonstrate whether there was a return on investment and successful achievement of the marketing and business goals? This course will introduce you to the importance of analytics, especially in the context of digital marketing, as well as strategies for identifying Key Performance Indicators that measure the success of marketing activities post implementation of the marketing plan. You will also be learning about branding, logos, and constructing brand identities.

Content Strategy

Content is at the core of all digital marketing activity. In this course, you will learn how to plan content marketing, how to develop content that works well for the target audience, and how to measure its impact. Additionally, you will explore how to structure your content so that online readers will remain engaged. You will learn about various digital content delivery channels and examine content strategy best practices for each of those channels. You will explore the process of writing content using marketing techniques to educate, entertain and/or draw in customer engagement, and achieve business goals. You will gain practical hands-on skills through a project-based approach, in which you will develop a content strategy, content calendar, content aligned with your strategy, and lastly, identify the metrics you would use to measure the success of your content marketing plan. You will leave the course feeling confident in discussing content strategy from the planning stage to the evaluation stage.

Fundamentals of Graphic Design

In this course, you will develop foundational design knowledge and skills through exposure to the fundamental principles of graphic design such as image-making, typography, composition, and working with colour, contrast and shapes. This course will cover the relationship between graphic design and digital marketing and how visual media can affect online consumer behaviour. There will be an emphasis on the fundamentals and value of graphic design to express brand identity.

Website Content Management

In this course, you will learn the essentials of web content management and how to align your website with broader digital marketing strategies. You will explore the development of effective website strategies that integrate with content marketing, email, and social media campaigns to support business objectives. The course will also cover the use of no-code platforms and AI-driven solutions, such as Wix ADI and Canva Websites allowing you to build basic websites without coding skills. You will focus on creating content that drives engagement, supports brand messaging, and aligns with your digital marketing goals. By the end of this course, you will have the foundational skills to create and manage a website that enhances your marketing efforts and delivers results.

Online Reputation Management

In this course, you will learn how to build, maintain, and recover 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. You will learn a brief history of social media and the difficult lessons that were learned as the technology grew and evolved. You 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. You will have an opportunity to respond to real-world case scenarios where you will act as a media relations manager and resolve online reputation management issues. You will also learn to create customer surveys to obtain Net Promoter Score (NPS) results and discuss some key metrics and reputation monitoring tools that measure a company's online reputation and ranking.

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Email Marketing

Email is an effective marketing channel that allows businesses to maintain contact with their customers at each stage of the customer journey, and it is therefore very valuable both in the form of direct and digital marketing. This course focuses on how to effectively align your email marketing campaigns to the customer journey using lifecycle marketing. You will develop knowledge about lead nurturing strategies and contact segmentation. In this course, you will learn how to create an email marketing strategy, create and execute email campaigns, and measure the results.

Social Media Platforms and Strategies using AI Insights

In this course, you will learn how to effectively use and optimize social media platforms such as Facebook, LinkedIn, Instagram, X (formerly Twitter), Pinterest, and YouTube for business purposes, focusing on building strategic campaigns that align with marketing, branding, and sales goals. You will explore current social media trends and learn how to stay agile in this rapidly evolving space, applying a multi-platform approach to reach your audience. The course will also cover strategies for analyzing platform-specific data insights which are AI-driven to measure success and refine campaigns. Additionally, you will explore the role of AI-driven tools in content creation, ad targeting, and trend analysis, enhancing your ability to create data-driven and hyper-personalized campaigns. By the end of this course, you will be equipped to create mock social media campaigns and participate in simulations that offer hands-on experience. You will also have the opportunity to include these projects in your professional portfolio to effectively showcase your expertise and understanding in social media marketing.

SEM and PPC using AI Insights

In this course, you will learn how to develop effective PPC strategies using Google Ads, with a focus on distinguishing among Search Campaigns, Display Campaigns, Video Campaigns, AI-Powered Shopping Campaigns, and AI-Powered Campaigns (Performance Max) to drive results. Key components of the course include creating a landing page to support Search Engine Marketing (SEM) goals, maximizing marketing spend through effective keyword research, demographic targeting, bidding strategies, and ad frequency planning. You will also learn how to measure performance through key metrics and KPIs, identify methods for re-targeting, and develop comprehensive plans to drive leads, increase sales, and boost web traffic. Through simulations and mock campaign creation, you will gain hands-on experience in creating and managing Google Ads campaigns that align with your business objectives.

Search Engine Optimization using AI

In this course, you will learn how to develop and implement effective Search Engine Optimization (SEO) strategies to improve a website's visibility and drive organic traffic. You will explore how to optimize search engine presence, monitor keyword performance, and analyze key metrics such as traffic, rankings, and conversions. The course will introduce you to essential tools like Google Search Console and other free crawling tools for conducting SEO site audits. Additionally, you will dive into the integration of AI in SEO, learning how AI-driven tools can automate keyword research, enhance content optimization, and predict trends to boost a website's performance. By the end of this course, you will be equipped to create a comprehensive SEO strategy, leveraging both traditional and AI-powered tactics to increase online visibility and achieve SEO goals.

Google Analytics using AI Insights

In this course, you will develop essential skills in digital analytics by working with Google Analytics 4, a comprehensive tool for tracking, measuring, and optimizing digital marketing performance. You will learn to analyze key metrics such as audience behaviour, traffic sources, and conversions, with a focus on leveraging AI-driven insights to detect emerging trends and anomalies in real-time. The course will also explore predictive analytics, enabling you to understand how to forecast future performance and make data-driven decisions that enhance marketing strategies. By the end of the course, you will be equipped with foundational skills on transforming raw data into actionable insights and present professional analytic reports that drive strategic marketing efforts and maximize ROI.

Portfolios for Digital Marketing

In this course, you will learn how to design a professional digital marketing portfolio that reflects your brand and highlights your expertise in campaign development, strategy, and data-driven success. Your portfolio will include marketing campaigns, strategy, analytics, and personal branding using industry-standard tools like Google Analytics, LinkedIn, and WordPress. The course will also teach you how to make a compelling resume, optimize your LinkedIn and Instagram profiles, and create a personal marketing strategy to promote your skills effectively. Upon completion of the course, you will have a professionally written digital marketing portfolio, a professional resume, and the confidence to present your work to clients.

Career Planning and Preparation - Level 2

This module builds on concepts and skills introduced in the Career Planning and Preparation Level 1 module. In this subsequent module, you will update and refine your résumé and LinkedIn Profile. You will continue writing cover letters and learn the value of customizing cover letters to specific job postings. You will have the opportunity to apply this knowledge as you conduct a job search and write a cover letter tailored to an ideal job post. Through research, you will create a list of top employers and target current industry opportunities. You will learn about current methods for applying to job postings using technology. You will also gain an understanding of the job interview process, typical interview questions and possible responses, and expectations of both the interviewer and interviewee. You will also learn how to leverage the power of networking on LinkedIn and apply strategies that will enable you to expand your professional network. In addition, you will engage in practical application of the interview process through role-play. Topics such as employability skills, negotiating salary, self-management, and on-the-job success for placements and post-graduate employment will also be covered.

Digital Marketing Internship

At the completion of the in-class section of this program, you are required to complete an 8-week work placement at a business or organization that utilizes digital marketing tools and services. You will have the opportunity to apply your newly acquired knowledge and skills in a real-world environment.