

DIPLOMA IN DIGITAL MARKETING PROFESSIONAL

Build a dynamic skill set for building a brand & marketing online through websites, social media, blogs, email campaigns. Explore Ecommerce, Customer Management Systems, WordPress, & other digital tools used to connect with & manage customer relationships.

Learn about analytic tools & discover how to use data to strategically plan & refine your digital marketing efforts to achieve goals & targets.

Develop a comprehensive skills to prepare you for a hot job market - digital marketers are in demand in Canada and globally!

Campus

Vancouver

Toronto

Program Length

Evening: 72 weeks

Schedules will be adjusted in December to accommodate public holidays

Start Dates

2022 Evening: Jul 18, Sep 12, Nov 7

2021 Fees

Lessons 12850\$

Material 1450\$

Registration 200\$

Enrollment 2500\$

TOTAL 17.000\$

Optional accomodation 280\$ week

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.

- All students must have their own device (tablet/phone/laptop) to access course materials through our Learning Management System (LMS).

The online written and speaking test is exempt if IBT 46, IELTS 5.5, Intermediate 3 (or approved equivalent) 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 digital marketing skills and help students gain employment in their chosen field; whether that is to lead a team or start their own company. Digital marketing has become the primary channel for business to communicate with prospective customers. Students will acquire the skills needed to launch a brand onto the global stage. They will learn tools and techniques from designing a compelling website to leveraging social media channels. Students will learn how to apply their knowledge in the real world from industry experts. They will work with the same tools and technology that the professionals use - Google Analytics, WordPress, Shopify, HubSpot and more.

Program Schedule

Evening Program Schedule

Students taking the evening program will complete course work during a series of 6-week sessions. After every 6 week session, students have a 2-week break before starting their next session.

VANCOUVER

72 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

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

*Includes a 15 minute break.

Courses

Customer Relationship Management

Digital Marketing Fundamentals - Branding

Digital Marketing Fundamentals - Domain, Online, Email Marketing

Strategic Web Design - The Creative Effort

Strategic Web Design - Analytics and Beyond

Social Media Marketing Strategies: Facebook, Twitter, Intagram

Social Media Marketing Strategies: Linkedin, Youtube, Yelp, Pinterest

Search Engine Optimization

Writing For The Web

Work Placement Skills