

# 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

## Start Dates

2022 Evening: Jul 18, Sep 12, Nov 7

## 2021 Fees

Lessons 11700\$

Material 950\$

Registration 200\$

Enrollment 2500\$

TOTAL 15.350\$

Optional accomodation 280\$ week

## 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

48 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

48 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

Social Media Marketing Strategies: Facebook, Twitter, Intagram

Social Media Marketing Strategies: LinkedIn, YouTube, Yelp, Pinterest

Writing For The Web

Work Placement Skills