

DIPLOMA IN DIGITAL MARKETING: WEBSITE MANAGEMENT AND DESIGN

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

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

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 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

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

Strategic Web Design - The Creative Effort

Strategic Web Design - Analytics and Beyond

Search Engine Optimization

Work Placement Skills