

DIPLOMA IN DIGITAL MARKETING PROFESSIONAL WITH CO-OP

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!

Put your new skills into practice in a Co-op work placement in a role related to digital marketing

Campus

Vancouver

Toronto

Program Length

Evening: 130 weeks (72 weeks academic study, includes scheduled breaks + 58 weeks work experience)

Schedules will be adjusted in December to accommodate public holidays

Start Dates

2022 Evening: Jul 18, Sep 12, Nov 7

2021 Fees

Lessons 13350\$

Material 1450\$

Registration 200\$

Enrollment 2500\$

TOTAL 17,200\$

· Optional accomodation 280\$ week

Co-op program includes: Documentation support, interview & job preparation, résumé building, monitoring throughout the co-op placement, & job search tips.

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.

Co-op Work Experience

This Work Experience is an integral part of the Co-op program. Students will apply the theories learned in class in real world work settings that are relevant to their field of study and align with the learning objectives of the program. Program Orientation and Pre-Placement prepares students' for finding a suitable placement. Throughout the work experience term, you will receive the support and guidance of a dedicated Co-op Program Advisor who will work with you and ensure that you receive all the support that is needed to successfully complete the program.

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		58 WEEKS CO-OP
MON-THU 5:15 PM - 9:00 PM	FRI 12:30 PM - 5:30 PM	
Class	Weekly instructional Review	Work schedule as per employer requirements

Includes a 15 minute break.

TORONTO

72 WEEKS ACADEMIC STUDY		58 WEEKS CO-OP
MON-THU 5:15 PM - 9:00 PM		
Class*		Work schedule as per employer requirements

**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, Instagram / Social Media Marketing Strategies: LinkedIn, Youtube, Yelp, Pinterest / Search Engine Optimization / Writing For The Web / Work Placement Skills / CO-OP Work Experience

The CO-OP work experience could include entry-level positions in the following areas: Advertising, Media, Marketing, Communications, Sales.