

DIPLOMA IN DIGITAL MARKETING: SOCIAL MEDIA PROFESSIONAL WITH CO-OP

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.

Put your skills into practice and get Canadian references in a co-op work placement related to social media marketing.

Campus

Vancouver

Toronto

Program Length

Evening: 88 weeks (48 weeks academic study, includes scheduled breaks + 40 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 13825\$

Material 950\$

Registration 200\$

Enrollment 2500\$

TOTAL 17.475\$

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

The online written and speaking test is exempt if 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 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

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 begin their program with 2 weeks of Work Placement Skills: Part 1 before taking their first 6-week program course. In between each 6-week course, students will take a 2-week break before starting their next course. At the end of the fourth course, students will complete 2 weeks of Work Placement Skills: Part 2 before commencing the co-op work placement

VANCOUVER

48 WEEKS ACADEMIC STUDY		40 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

48 WEEKS ACADEMIC STUDY		40 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

Social Media Marketing Strategies: Facebook, Twitter, Intagram / Social Media Marketing Strategies: LinkedIn, Youtube, Yelp, Pinterest

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.