DIPLOMA IN DIGITAL MARKETING: WEBSITE MANAGEMENT AND DESIGN WITH CO-OP

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.
Build hands-on experience and Canadian references during a Co-op work placement in a position related to website management and design.

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 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

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 /Strategic Web Design - The Creative Effort / Strategic Web Design - Analytics and Beyound / Search Engine Optimization / Work Placement Skills / CO-OP Work Experience

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

IDee