DIGITAL MARKETING ANALYST PRACTICUM PROGRAM

Program Outline

51 Week Full-Time Diploma Program
600 Hours of Classroom Instruction
150 Hours of Practicum
750 Total Hours in Duration

PROGRAM DESCRIPTION

This program starts with an introduction into Marketing and Branding concepts before moving into deeper technical tools and understanding.

Students will delve into Search Engine Optimization and it's use for generating organic marketing traffic. They will be able to apply this knowledge to optimize any webpage for the purpose of increasing search engine rankings. Moreover, this program will demonstrate how to create optimized websites and web design concepts in order to build an attractive web presence.

Market research strategies and tactics including using analytics will be introduced in this program. The program will round off with more advanced concepts such as PPC marketing, effective copywriting, and campaign management techniques.

CAREER OCCUPATION PROGRAM

NOCs: 0124, 1123, 4163

This program prepares students for the following career occupations:

Web Marketing Manager, Web Communications Manager, Publicity Manager, Publicity Director, Publicity Director, Publicity Administrator, Online Marketing Manager, Advertising Administrator, Campaign Manager, Communication Manager, e-business Manager, Internet Site Manager, Internet Communication Manager, Marketing Executive, Media Advertising Manager, Media Relations Manager, Fundraising Campaign Manager, Marketing Researcher, Marketing Research Specialist, Marketing Consultant, Marketing Analyst, Market Researcher, Market Research Analyst, Advertising Analyst, Advertising Campaign Organizer, Advertising Consultant, Information Officer, Information Consultant

ADMISSION REQUIREMENTS

Admission requirements may not be waived by either the student nor the Canadian College of Technology and Business (CCTB).

No funding may be disbursed to the student or received by CCTB until all admission requirements are met.

Once students enter a contract with the CCTB, payment arrangements, if any, must be met and first payment or payment in-full completed before the first class begins. Payment plan can be offered to a student if student loan is not an option.

Requirements:

- Good command of English language (**See Language Proficiency Policy**)
- High school diploma or equivalent from an approved government institution of applicant's home country, or applicant is minimum 19 years of age

- Students are required to bring their own computers to class

LEARNING OBJECTIVES

After completing this program, students will be able to:

- Demonstrate an understanding of the foundational principles of marketing and branding
- Utilize web-based marketing technologies including SEO, PPC, web design optimization tools and Google Analytics
- Perform thorough market research in any industry to specific market niche
- Perform effective and persuasive writing through their acquired copywriting skills
- Know how to properly manage a marketing campaign

PROGRAM EVALUATION METHODS AND COMPLETION REQUIREMENTS

CCTB evaluation methods are projects/assignments, presentations, assessments, quizzes, exams.

Students will be given interim transcripts after two courses are completed, evaluating their performance and the mark to date. Any academic concerns will be addressed with the student at that time.

To complete the program, students must have minimum of 75% attendance rate and a passing grade is 65% for each course and the program in whole.

Exam at the end of each course will have a minimum of 60 questions and 2 hours in duration and will be worth 40% of the course mark. The remaining 60% of the course mark will be assessed by the Instructor, based on projects/assignments completed, presentations completed, participation in class activities, and evaluations of appropriate equipment competencies.

If the course is failed, the student must re-take the course with the next available group/cohort. Re-take fee is $1100.

Students will take a 4-hour final exam at the end of the whole program that will consist of up to 120 questions and worth 25% of the program mark. Students will be given opportunity to re-take the exam once, to improve the mark. The exam re-take must be completed no later than five days after the result for the first exam is available. Highest mark will count.

The overall grade for the Program is compiled from the accumulated marks of courses and the final exam completed to date. Final grades are posted in the campus on Friday of the following week.

If a final grade of less than 65% in a program is achieved, the student must re-take the program.

(See Dispute Resolution and Grade Appeal Policy)

PROGRAM DURATION

51 Weeks (750 Hours)

HOMEWORK HOURS

Minimum 2.5 - 3 hours of homework between lectures are expected.

DELIVERY METHODS

- In-classroom instruction
- Online instructional videos
- Software hands-on Labs

TEACHING METHODS

- Lecture Format

REQUIRED PROGRAM MATERIALS

Textbooks/Manuals:

- Parsons, J. J., Oja, D., Carey, J., Carey, P., & Ruffolo, L. (2010). New perspectives on Microsoft Windows 7: Comprehensive. Cengage Learning. ISBN-10: 0-538-74600-9; ISBN-13: 978-05387-4600-7
- Shelly, G. B. & Vermaat, M. E. (2016) Enhanced Microsoft® Word® 2013 Comprehensive, 1st Edition. ISBN10: 1-305-50721-5; ISBN13: 978-1-305-50721-0
- Shelly, G. B. & Quasney, J. J. (2014). Microsoft® Excel® 2013 Complete, 1st Edition. ISBN10: 1-285-16844-5; ISBN13: 978-1-285-16844-9
- FlexText for Horngren's Accounting, Volume 1, Tenth Canadian Edition, 10/E. Pearson Education. ISBN-10: 0134576543
- Purbhoo, M. (2013). Using Sage 50 Accounting 2013. Person Education: Toronto Canada. ISBN: 0-13-345197-6
- Edexcel Business Study Guide Level 4 and 5 HND and required materials (Pearson)

Software tools and user licenses will be provided by the CCTB.

Instructors will provide additional educational resources that are specific to the course subject matter that students may use in addition to their class lectures to attain a greater understanding of that subject. These additional resources and/or reference material will be made available online.

Students must have their own computers in class.

PROGRAM ORGANIZATION

Course Titles:

1.	Introduction to Information Systems Management	60 Hours
2.	Introduction to Marketing and Branding	60 Hours
3.	Search Engine Optimization	60 Hours
4.	Website Building and Design for Marketers	60 Hours
5.	Google Analytics	60 Hours
6.	Managing Sponsored Social Media Campaigns	60 Hours
7.	Pay Per Click Marketing with Google Adwords	60 Hours
8.	Campaign Management and Compliance	60 Hours
9.	Copy Writing	60 Hours
10.	Employment Preparation	60 Hours
	Practicum Placement	150 Hours
	Total Program Duration	**750 Hours**