



Diploma in Digital Marketing

CO-OP

Throughout this one-year post-secondary diploma program, you will develop your understanding of PPC marketing, effective copywriting, and campaign management techniques, all of which will help you to become an asset in any marketing role.

Key Facts



Campus
Vancouver



Qualification
Post-Secondary Diploma



Program Duration
60 Weeks | 960 Hours



Academic
24 Weeks | 480 Hours



Placement
24 Weeks | 480 Hours | CO-OP



Intakes
MAY 2021 | JUL 2021
SEP 2021 | NOV 2021

This program includes **12 weeks** of scheduled breaks.

Program Overview

The Digital Marketing Diploma (CO-OP Program) will equip you with the skills needed to be successful in several digital marketing careers including: Web Marketing Manager, Online Marketing Manager, Advertising Administrator, Media Relations Manager and Marketing Research Specialist.

This diploma is ideal for individuals wanting to kickstart their career in digital marketing. Improve your skills, develop your knowledge, and enrol on the program today to see what you can achieve.

Why study this program?

This program will enable you to access a range of career opportunities or to progress onto higher-level studies within the digital marketing sector. Additionally, you will learn skills that can be applied in one of the fastest-growing industries.



**International Tuition
Fee after Scholarship***

**\$15,500
CAD \$11,500**

*Additional fees may apply. Textbook costs are not included.



Learning Outcomes

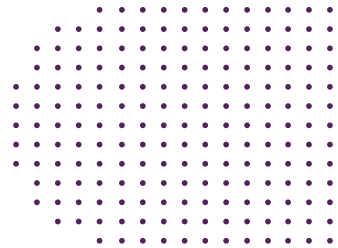
The objective of this program is to provide students with a demonstrable knowledge of marketing and branding principles whilst developing their understanding of web-based marketing technologies.

Career Opportunities

This Digital Marketing Diploma will provide you with a range of skills that you can take into many different roles. Some roles you could consider pursuing after you finish the program include:



- Web Marketing Manager
- Advertising Campaign Organizer
- Market Researcher
- Communication Manager
- Publicity Director



Entry Requirements

- High school diploma or equivalent from an approved government institution of applicant's home country, or applicant is minimum 19 years of age



For non-native speakers:

- Successful completion of CCTB EAP (English for Academic Purposes) Level 4 or
- Have the required IELTS 5.5 score or equivalent or
- Pass the CCTB English Assessment (Written onsite or online with exam proctor)

For more information on English language requirements, please see our Language Proficiency Policy.

Courses



- Introduction to Marketing and Branding
- Search Engine Optimization
- Website Building and Design for Marketers
- Google Analytics
- Managing Sponsored Social Media Campaigns
- Pay Per Click Marketing with Google AdWords
- Campaign Management and Compliance
- Copy Writing
- CO-OP Placement – Work Experience

**Apply
now!**

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