



DIPLOMA IN DIGITAL MARKETING PRACTICUM

PROGRAM OUTLINE

Full-Time Program
480 Hours of Classroom Instruction
120 Hours of Practicum
600 Total Hours in Duration
33 Weeks in Total (Including Breaks)



PROGRAM DESCRIPTION

This program focuses on marketing, advertising, and campaign management through the PPC marketing model, social media networks and research to build the correct marketing strategy.

Students will be introduced to the fundamentals of marketing and branding concepts before moving into deeper technical understandings.

This program delves into search engine optimization and its use for generating organic search traffic. Students 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 for the purpose of building an attractive web presence.

Market research strategies and tactics including using analytics tools will be introduced in this program. Advanced topics including PPC marketing, effective copywriting and campaign management strategies will be emphasized in the latter portion of the program.

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.

A payment plan can be offered to a student if student loan is not an available 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 have and use their own personal computer in class

LEARNING OBJECTIVES

After completing this program, students will be able to:

- Build customer profiles
- Understand how to evaluate the use of competitive analysis methods in digital advertising
- Critically analyze the effectiveness of branding process
- Create a marketing story board
- Build a user profile
- Use key elements of advertising and other marketing communication tools to build a branding strategy
- Describe how to use internet and search engines
- Demonstrate an understanding of basic concepts of domains and storage servers
- Demonstrate an understanding of how-to manage reputation
- Describe the basics of website promotion
- Perform in-depth market research
- Describe and troubleshoot common website errors and understand standard website structures
- Conduct market research to identify key business challenges
- Create reflective links
- Perform online information presentation and management
- Perform a site optimization testing
- Prepare a report on creating optimizations
- Build HTML webpages
- Use the WordPress content management system for deploying and building websites
- Integrate complex objects into webpages
- Deploy websites online
- Use visual editor and text editor tools
- Work with website templates
- Analyze and produce reports
- Use the Google Analytics tools suites
- Define goals and actions based on the reports
- Knowledge of how to recruit customers, read and understand contracts and set pricing for a social media campaign.
- Understand different campaign types
- Familiar with ads manager
- Build a business page



- Analyze data with ads manager
- Create a visual strategy for mobile and web
- Take Facebook blueprint certification exam
- Describe the types of bidding strategies
- Understand pay per click model
- Familiar with ads manager
- Create a Google AdWords account and MMC account
- Use ROI tracking
- Work with Google Tag Manager and Google Editor
- Take the Google AdWords certification exam
- Familiar with various campaign management tools
- Describe and understand GDPR rules, disclosure Laws, and other relevant legislation
- Understand contract negotiation
- Analyze social activity of targeted audience
- Utilize various email marketing platforms
- Describe contract and rights negotiation basics in the marketing world
- Describe different web content methods
- Define different Publication methods
- Use copywriting essentials to write content for different platforms
- Edit content for various marketing outcomes
- Present and evaluate the content and incorporate feedback received

PROGRAM EVALUATION METHODS AND COMPLETION REQUIREMENTS

CCTB evaluates students using a variety of methods including projects, assignments, presentations, assessments, quizzes, and exams. Students will be given a performance evaluation before 30% of the hours of instruction of the program are completed. This evaluation will address any academic concerns that the college may have regarding student performance and/or learning outcomes. This evaluation will also ensure the student comprehensively understands the grading system, and what actions they can take moving forward to achieve or maintain a higher grade.

To complete the program, students will be required to achieve a minimum grade of 65% in each course, as well as complete the co-op/ practicum component of their program.

The co-op/practicum component of the program includes a performance-based evaluation conducted by the placement host and an analysis report created by the student relating to their work experience that must be submitted to the faculty.

Additionally, to successfully complete the program, students must maintain a minimum attendance rate of 75%.

If a course is failed, the student must re-take the course within the next available cohort. The course re-take fee is \$1100.

Please reference the CCTB [Dispute Resolution and Grade Appeal Policy](#)



HOMEWORK HOURS

A minimum of 2.5 - 3 hours of homework between lectures is to be expected.

DELIVERY METHODS

- Combined delivery (both in-class and distance)

REQUIRED PROGRAM MATERIALS

Resources in the form of custom learning materials will be provided by CCTB.

Software tools and user licenses will be provided by CCTB.

Instructors will provide students with additional educational resources that will be specific to the subject matter of each course. These resources will be used in conjunction with the class lectures.

These resources and learning materials will be made available online via the CCTB Canvas learning management system. Students are required to login to gain access to the e-materials.

Students must have and use their own personal computer in class.

Required Learning Material

- John Burnett (2019). Introducing Marketing (BCcampus OpenEd).
- University of Minnesota Libraries Publishing (2017). Principles of Marketing (BCcampus OpenEd).
- Rob Stokes, Saylor Academy (2016). eMarketing: The Essential Guide to Online Marketing (BCcampus OpenEd).

Additional Recommended Learning Materials (not required):

- Ryan, D. (2016). Understanding digital marketing: marketing strategies for engaging the digital generation. Kogan Page Publishers.
- Chaffey, D., & Ellis-Chadwick, F. (2012). Digital marketing: strategy, implementation, and practice (Vol. 5). Harlow: Pearson.
- Yalçın, N., & Köse, U. (2010). What is search engine optimization: SEO?. Procedia-Social and Behavioral Sciences, 9, 487-493.
- Evans, M. P. (2007). Analyzing Google rankings through search engine optimization data. Internet research, 17(1), 21-37.
- Williams, B., Damstra, D., & Stern, H. (2015). Professional WordPress: design and development. John Wiley & Sons.
- Graham, I. S. (1995). The HTML sourcebook. John Wiley & Sons, Inc.
- Clifton, B. (2012). Advanced web metrics with Google Analytics. John Wiley & Sons.
- Plaza, B. (2011). Google Analytics for measuring website performance. Tourism Management, 32(3), 477-481.



- Stokes, R. (2013). eMarketing: The Essential Guide to Marketing in a Digital World
- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing. Pearson UK.
- Levy, J. (2010). Facebook marketing: Designing your next marketing campaign. Pearson Education. Leadership. Robert N. Lussier, Christopher F. Achua / Pages: 480 ISBN: 978-1-28-586635-2
- Roberts, M. L., & Zahay, D. (2012). Internet marketing: Integrating online and offline strategies. Cengage Learning.
- Marshall, P., Rhodes, M., & Todd, B. (2014). Ultimate Guide to Google AdWords. Entrepreneur Press.
- Advertising & marketing regulations, laws and standards industry articles and journal articles
- Stokes, R. (2013). eMarketing: The Essential Guide to Marketing in a Digital World
- Applegate, E. (2005). Strategic copywriting: How to create effective advertising. Rowman & Littlefield.
- Shaw, M. (2009). Copywriting: Successful writing for design, advertising, and marketing. Laurence King.

PROGRAM ORGANIZATION

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| 1. Introduction to Marketing and Branding | 60 HRS |
| 2. Search Engine Optimization | 60 HRS |
| 3. Website Building and Design for Marketers | 60 HRS |
| 4. Google Analytics | 60 HRS |
| 5. Managing Sponsored Social Media Campaigns | 60 HRS |
| 6. Pay Per Click Marketing with Google AdWords | 60 HRS |
| 7. Campaign Management Regulations and Compliance | 60 HRS |
| 8. Copywriting | 60 HRS |
| Practicum Placement | 120 HRS |
| Total Duration | 600 HRS |