



CANADIAN COLLEGE  
OF TECHNOLOGY  
AND BUSINESS

# Digital Marketing with Co-op

## Key Facts



**Campus**  
Vancouver



**Qualification**  
Post-Secondary Diploma



**Start Dates**  
January, May, September

Throughout this one-year post-secondary diploma program, students will develop an understanding of Digital Marketing fundamentals. Students will gain a better understanding of what, and how to use Pay-per-click (PPC), Search Engine Optimization (SEO), Affiliate marketing, Paid Social channels, google analytics and more. They will learn how to write effective copy and CTA's (call-to-actions) that are clear, concise and compelling. The skills you will learn in this accelerated diploma will provide students with the relevant and transferable skills to start or build a successful career in Digital Marketing.

## Program Overview

The Diploma in Digital Marketing Co-op program will equip you with the skills needed to be successful in several digital marketing careers.

This is an opportunity to improve your skills, develop new knowledge and enter a high demand industry. Enrol today and see what you can achieve!

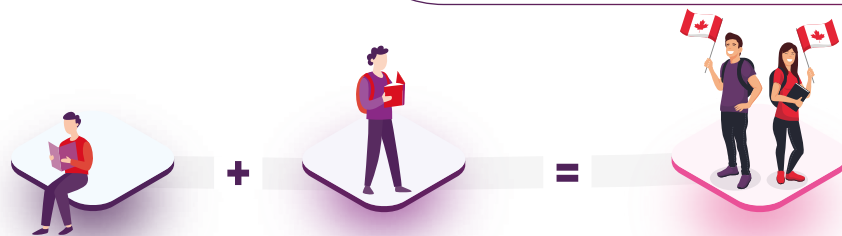
## Why study this program?

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.

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



# Student Journey



## Work + Study Accelerated

### Academic

24 Weeks

24 Weeks

### CO-OP + Scheduled Breaks

49 Weeks

28 Weeks

### Graduation

73 Weeks

52 Weeks

## Co-op Experience

The Co-op work experience placement represents 50% of the total program hours. Students will get the opportunity to apply their newly acquired skills within the industry through a guaranteed paid work experience placement opportunity.

\*Scheduled breaks for domestic students may be optional.

Please see proposed schedule [here](#).

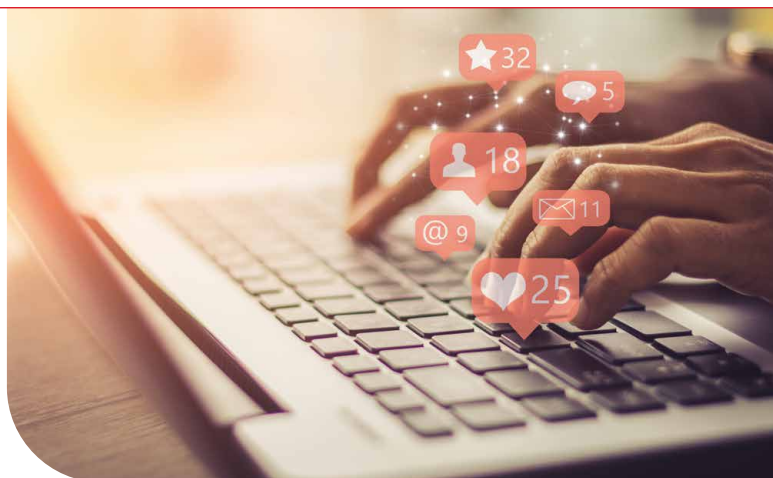


## Courses

1. Introduction to Marketing and Branding
2. Search Engine Optimization
3. Website Building and Design for Marketers
4. Google Analytics
5. Managing Sponsored Social Media Campaigns
6. Pay Per Click Marketing with Google AdWords
7. Campaign Management Regulations and Compliance
8. Copy Writing

## Career Opportunities

- Advertising Campaign Organizer
- Advertising Specialist
- Communications Officer
- Actor Agent
- Marketing Co-ordinator
- Advertising Account Manager
- Event Marketing Specialist



## 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.

## Admissions Requirements

- Good command of English language\*.

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

\*For more information on English language requirements, please see our [Language Proficiency Assessment Policy](#).

### For non-native speakers:

- Successful completion of CCTB EAP (English for Academic Purposes) Level 4 or
- Have the required IELTS 5.0 score or equivalent or
- Pass the CCTB English Assessment (Written onsite or online with exam proctor)

Apply  
now!

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