CANADIAN COLLEGE OF TECHNOLOGY AND BUSINESS



Diploma in Digital Marketing with Co-op

Key Facts

Campus
Vancouver

Qualification
Post-Secondary Diploma

Start Dates
January, May, September



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

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

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 including: Marketing Research Specialist.

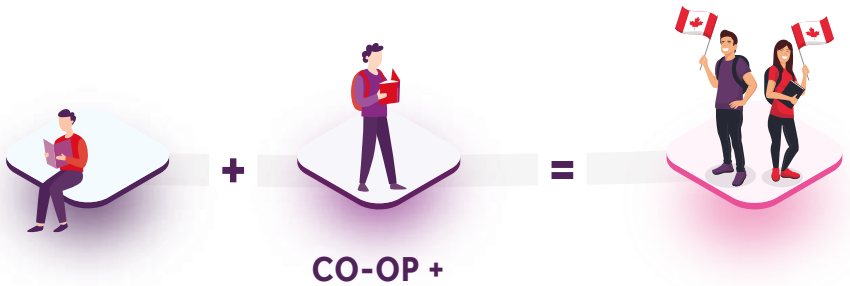
This diploma is ideal for individuals wanting to kickstart their career in digital marketing. Improve your skills, develop your knowledge, and enrol in the program today to see what you can achieve.

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.

Student Journey

WORK + STUDY OPTION



Co-op Experience

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

Academic	CO-OP + Scheduled Breaks	Graduation
24 Weeks	49 Weeks	73 Weeks

*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 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)

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

Apply now!

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