Marketing Technology Diploma

Program Length	2 years
Intakes	Fall
Program Start Dates	September
Campus Location	Downtown
Tuition Estimate for 2 years	$35,720 (estimated based on 2020-21 rates, effective until August 2021)
Tuition Deposit	$10,000 ($5,000 of the tuition deposit is non-refundable)

Program Description

This program provides students with a solid foundation in business management in the first year of the program and an opportunity for more advanced, specialized study in marketing technology in the second year. Students will learn to use the latest marketing software to analyse data and configure applications used in digital marketing and customer relationship management. Students will have hands-on training on customer relationship management (CRM) software platforms, and develop a set of job-ready skills in the CRM courses and be prepared to write CRM administrator certification exams upon graduation.

Graduate Outcomes

Graduates may find employment in entry-level roles in brand management, traditional and digital marketing, and customer relationship management database administration.

English Entrance Requirements

- English 12 with a C+ grade, or
- IELTS Academic overall 6.5 (with no band less than 6.0)

Check www.vcc.ca/media/vancouver-community-college/content-assets/documents/international/english-reqs.pdf for other equivalencies.

Admissions Requirements

- Grade 12 graduation, or equivalent
- Math 11 Foundations or Pre-Calculus with a C+ grade

Program Link

For more information such as detailed admissions requirements, tuition fee breakdowns, course listing and general program hours, visit the program link at: www.vcc.ca/international/programs/program-areas/business/marketing-technology-diploma.

VCC International Education
Downtown campus, 250 West Pender St., room 100, Vancouver, B.C. Canada V6B 1S9
Tel: 1.604.443.8600 ■ Email: study@vcc.ca
vcc.ca/international

VANCOUVER COMMUNITY COLLEGE

VCC INTERNATIONAL EDUCATION

Application Periods

Applications are accepted during the following application periods.

Intakes	Applications Open	Application Deadlines	
		Without a valid study permit	**With** a valid study permit
Winter (January, February, March and April start dates)	February 1	August 31	November 30
Spring/Summer (May, June, July and August start dates)	June 1	December 31	March 31
Fall (September, October, November and December start dates)	October 1	April 30	July 31

Application Availability

Many popular programs and selection programs may close applications earlier. To find out if a program is accepting applications, check www.vcc.ca/ieavailability.

How to Apply

Email the following complete application package to study@vcc.ca to begin the application process:

1. Application form and application fee payment
2. Passport Photo Page
3. Proof of English proficiency
4. Educational documents, such as transcripts and graduation certificates, with certified translation if applicable
5. Other program-specific requirements
6. Copy of Study Permit, if available

For more information about the application process, visit www.vcc.ca/international/future-students/how-to-apply/.
Download the application form here: www.vcc.ca/international/future-students/how-to-apply/application-form/

International Tuition and Deposit

Review the current tuition and deposit amounts at www.vcc.ca/media/vancouver-community-college/content-assets/documents/international/international-programs-fees.pdf. Deposits are payable to accept an offer of admission and secure a seat in a program. The deposit amount will be deducted from the first term tuition fees.

Tuition and Fee Increases

Tuition fees and other fees are approximate and subject to change due to yearly increases without notice. Students will be required to pay increased rates if the fees change at any time during the period of enrolment in the program. Tuition and other fees are payable on a continuous basis based on the courses in each program and when those courses are scheduled.

Important Notice

All program information including tuition and other fees, course/program content, length, admission requirements, prerequisites, start/end dates, postponements, and/or cancellation is subject to change without notice.

VCC International Education
Downtown campus, 250 West Pender St., room 100, Vancouver, B.C. Canada V6B 1S9
Tel: 1.604.443.8600 ■ Email: study@vcc.ca
vcc.ca/international

BRITISH COLUMBIA EQA

EduCanada
A world of possibilities