|  |  |
| --- | --- |
| Brief Program Description | This Digital Marketing Management program gives the students hands-on **Digital Marketing Training** that employers demand. The program will teach advertising, marketing, and e-business managers plan, organize, direct, control and evaluate the activities of establishments and departments involved in commercial, industrial and e-business advertising, marketing and public relations. They will be able to be employed by commercial and industrial establishments, government departments, and advertising, marketing and public relations firms or consulting businesses. |
| NOC Code | NOC 1123 (Professional occupations in advertising, marketing and public relations |
| Career Opportunities | Upon completion of the program, graduates can work as marketing administrators or below occupations list:* advertising manager
* electronic business (e-business) manager
* fundraising campaign manager
* Internet communications manager
* marketing manager
* media relations director
* promotions manager
* public relations director
* sales and marketing manager
 |
| Admission Requirements | Prior to acceptance applicants must meet at least one of the following language proficiency requirements:* Proof of grade 12 or equivalent.
* 19 years of age or older (all applicants)
* Evidence of Language Proficiency Requirements (evidence of one of the following):
* Evidence that 3 years of full-time secondary education (Grades 8-12) have been successfully completed in the English language in a country where English is one of the principal languages. This may include successful completion of a BC Adult Graduation program. Applicants must produce transcripts as evidence of completion of grade 12 English with minimum of a “C” grade **OR**
* Completion of 2 years of full-time post-secondary education at an accredited institution where English is the language of instruction. (Applicable to a country where English is one of the principal languages.) **OR**
* Provide verified results for one of the English language proficiency tests listed below.Test results must be dated no more than two years before the start date of the program.
	+ International English Language Testing System (IELTS) Academic: overall score of 5.5 or higher.
	+ Canadian Academic English Language (CAEL) Test: overall score of 40 or higher
	+ Duolingo English Test: overall score of 95 or higher
	+ Test of English as a Foreign Language (TOEFL) IBT: overall score of 46 higher
	+ Canadian English Language Proficiency Index Program (CELPIP): Listening 6, Speaking 6, Reading 5, and Writing 5.
	+ Pearson Test of English (PTE) Academic: overall score of 43 or higher
	+ Canadian Language Benchmark Placement Test CLB PT: Listening 6, Speaking 6, Reading 5, and Writing 5.
 |
| Required Textbooks | List of textbooks are mentioned in each course outline |
| Equipment required for this Program | * Lecture notes,
* Computers,
* Chairs,
* Desks,
* Garbage bins,
 |

|  |
| --- |
| * A4 folders
* Notepads
* Pencils
* Pens
* Highlighters
* Other office products and equipment
 |
| Program Duration | *1000 hours**12 months**50 weeks* |  |
| Homework Hours | 2-3 hrs. This is only an approximate figure and is dependent upon how much time the student can dedicate to the studies and how well he/she grasps the learning concepts in the course material. |
| Delivery Methods | *Indicate how the program is delivered.**On-site delivery. Distance delivery.**Combined delivery (on-site and distance.)* |
| Instructional Methods | ***Method of Delivery (reflect all methods used)*** | ***Contact Hours*** |
|  | *Classroom (Instructor Led)* | 840 hrs |
|  | *Computer Based Training* | 0 hrs |
|  | *Distance Education* | 0 hrs |
|  | *Supervised Lab* | 0 hrs |
|  | *Work Experience* |  160 hrs |
|  | TOTAL 1000 hrs |

|  |  |
| --- | --- |
| Learning Objectives/Outcomes | Throughout this program, students will be exposed to best practices within the following industries: advertising, marketing, public relations and e-business managers plan, organize, direct, control and evaluate the activities of establishments and departments involved in commercial, industrial and e-business advertising, marketing and public relations.At the end of this program, successful students will be able to:* Demonstrate competent application of the Microsoft Office tools
* Clear concise communication skills
* Plan, develop and implement strategic marketing plans
* Plan, develop and implement successful advertising campaigns with a specific focus on electronic business
* Demonstrate successful selling technique within both B2C & B2B environments with a specific focus on electronic business
* Demonstrate knowledge of economic theory when making practical business decisions
* Demonstrate knowledge of successful social media strategies for reaching predefined organizational goals

Graduates of this program will be able to be employed by commercial and industrial establishments, government departments, and advertising, marketing and public relations firms or consulting businesses. This program prepares students to join the Canadian Marketing Association. |
| Student Progress/ Assessment Methods | Students will be assessed through written tests, computer-based tasks and assignments. After each lesson there will be a question paper, which needs to be completed and submitted to the tutor for marking. This method of continual assessment ensures that your tutor can consistently monitor your progress and provide you with assistance throughout the duration of the course.Students will be required to complete 160 hrs. of work experience. To qualify for work experience, students are required to maintain a minimum C grade average or higher and a minimum attendance of 85%. |
| Attendance Expectations | 85% of classes must be attended to achieve competency for this qualification |

|  |  |
| --- | --- |
| GraduationRequirements | Minimum C grade average is required for graduation |

**Program Organization:**

|  |  |
| --- | --- |
| **Name of Course/Subject** | **# of Hours** |
| SFCS100 Strategies for College Success | 20 |
| DAP101 Introduction to Financial Accounting | 40 |
| MATH100 Business Mathematics | 40 |
| COMP101 Introduction to Computers | 20 |
| COMP102 Introduction to Word Processing | 40 |
| COMP103 Introduction to Spreadsheets | 40 |
| COMP104 Introduction to Presentation Software | 20 |
| BCOM105 Business Communications | 80 |
| BMGT106 Introduction to Management | 40 |
| BLAW101 Business Law | 40 |
| ECON101 Introduction to Microeconomics | 20 |
| ECON 102 Introduction to Macroeconomics | 20 |
| MARK 101 Introduction to Marketing | 80 |
| MARK 110 Digital Marketing | 40 |
| MARK 112 Strategic Web Design | 40 |
| MARK 104 Sales | 40 |
| MARK 108 Successful Advertising | 40 |
| MARK 114 Social Media Marketing Strategies | 40 |
| CAPS 190 Capstone Project | 80 |
| BETH 190 Business Ethics | 20 |
| EMPL 111 Career Employment & Strategies | 40 |
| SSPR 100 Work experience | 160 |
| **Total** | **1000** |