

## PROGRAM OBJECTIVES

Digital marketing has revolutionized the way businesses promote their brands, making it essential for companies to adapt to these evolving technologies. By mastering digital marketing skills, you can become a crucial asset to any marketing team. The demand for digital marketing specialists is rapidly increasing in both corporate and small business sectors.

In this program, you'll engage in projects and assignments that reflect real-world scenarios. You'll build brand identities, create customer personas, evaluate SEO requirements, and design search and display network campaigns using Google Ads.

## CAREER OPPORTUNITIES

Upon completion of this program, which includes a two-month field placement, graduates will be eligible for employment in a wide cross-section of businesses and organizations which have an online presence. These include retail companies, manufacturing companies, logistics companies, engineering consultancies, organizations in healthcare, and management consultancies.

## PREREQUISITES

1. Student has Grade 12 or equivalent or meets criteria for Mature Student Status.
2. Mature students must be 19 years of age, pass a qualifying test, and provide a Letter of Intent OR resume that supports their skills and aptitudes to be successful in the program.
3. The approved qualifying test for this program is the Wonderlic test. A passing score for this program is 18.

## GRADUATION REQUIREMENTS

A student must obtain an overall grade, in each module of at least 60% in order to graduate and receive a diploma. A student must complete all requirements of Student Success Strategies, any certificate training, as well as the field placement requirements.

## PROGRAM OVERVIEW

Course	Hours
Student Success Strategies	20
Digital Literacy for Professionals	40
Career Planning and Preparation - Level I	20
Digital Marketing Foundations 1	40
Digital Marketing Foundations 2	40
Content Strategy	40
Fundamentals of Graphic Design	20
Advanced Graphic Design and Portfolios	40
Email Marketing	20
Social Media Platforms and Strategies	80
Search Engine Marketing, PPC and Re-Targeting	80
Online Reputation Management	20
Search Engine Optimization	40
Web Development and Design Foundations	20
Google Analytics and Webmaster Tools	40
Career Planning and Preparation - Level II	20
Digital Marketing Field Placement	8 Weeks

**TOTAL WEEKS 37**

\*\*Work terms/internships are scheduled for a minimum of 20 hours per week, but the total number of hours worked and the timing of hours scheduled are at the discretion of the employer/host to a maximum of 40 hours per week.

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## COURSE DESCRIPTIONS

### **Student Success Strategies**

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This course stresses the importance of developing non-technical skills to enhance personal, academic, and career success. The course will address strategies that are important for all adult learners, such as managing finances, maintaining health and wellness, understanding learning styles, setting goals, and honing practical study skills (such as memory, reading, and test-taking techniques). In addition, this course emphasizes strategies needed to succeed in your program, such as navigating technology efficiently, interacting and engaging with peers and facilitators/instructors, and managing learning time and space.

### **Digital Literacy for Professionals**

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This course introduces students to the fundamental concepts and principles of learning and working in a digital environment. This course covers the following elements: using devices and handling information, creating and editing information, communicating and collaborating, and being safe and responsible online.

### **Career Planning & Preparation - Level 1**

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This module will introduce you to and provide practice in using the tools required for a successful job search. The concepts covered in this module will help you maintain a career-focused approach throughout your studies so that you are better prepared to conduct a job search after graduating. Specifically, you will learn how to identify your soft and hard skills and how to articulate your abilities in a clear and concise Elevator Pitch that will appeal to employers and resonate with industry contacts. You will learn about the job search resources available to you including using career websites, creating LinkedIn profiles, accessing the “hidden” job market, and networking. You will examine sample résumés and cover letters and begin the process of creating your own professional résumés and cover letters that align with current conventions for content, organization, and formatting. You will also learn about the role of references, thank you letters, workplace philosophies, and strategies for success including maintaining a professional image and using proper etiquette when communicating with potential employers and industry contacts.

### **Digital Marketing Foundations 1**

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This course focuses on the fundamentals of marketing and demonstrates the distinction between traditional and digital marketing. By the end of this course, you will be able to define marketing as a concept, identify factors that contribute to strategic planning in marketing, and develop knowledge and skills pertaining to market segmentation, customer persona, and customer journey. You will learn how to effectively plan strategic marketing activities based on market research, and how to identify target customers and their needs. This course is followed by Digital Marketing Foundations 2, where you will build on the knowledge and skills gained in this course, with a greater focus on fundamentals of digital marketing, branding, and developing Integrated Marketing Communication plans.

### **Digital Marketing Foundations 2**

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This course will give you a strong foundation in developing strategic Integrated Marketing Communications plans, and it builds on the knowledge you developed in Digital Marketing Foundations 1. You will explore different strategies and tactics used in Integrated Marketing Communication Plans to help achieve business and marketing goals for clients. You will recognize how to apply the SMART goal format to identify strategic goals and then develop an Integrated Marketing Communications plan to

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support the successful achievement of those goals. How will you know if your plan worked? How will you communicate the success of the marketing budget and demonstrate whether there was a return on investment and successful achievement of the marketing and business goals? This course will introduce you to the importance of analytics, especially in the context of digital marketing, as well as strategies for identifying Key Performance Indicators that measure the success of marketing activities post implementation of the marketing plan. You will also be learning about branding, logos, and constructing brand identities.

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## Content Strategy

Content is at the core of all digital marketing activity. In this course, you will learn how to plan content marketing, how to develop content that works well for the target audience, and how to measure its impact. Additionally, you will understand how to structure your content so that online readers will remain engaged. You will learn about various digital content delivery channels and examine content strategy best practices for each of those channels. You will explore the process of writing content using marketing techniques to educate, entertain and/or draw in customer engagement, and achieve business goals. You will gain practical hands-on skills through a project-based approach, in which you will develop a content strategy, content calendar, content aligned with your strategy, and lastly, identify the metrics you would use to measure the success of your content marketing plan. You will leave the course feeling confident in discussing content strategy from the planning stage to the evaluation stage. You will continue to further reinforce the knowledge and skills gained in this course by applying it in subsequent courses in this program.

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## Fundamentals of Graphic Design

You will develop foundational design knowledge and skills through exposure to the fundamental principles of graphic design such as: image-making, typography, composition, and working with colour and shape. This course will cover the relationship between graphic design and digital marketing and how visual media can affect online consumer behaviour. There will be an emphasis on the fundamentals and value of graphic design to express brand identity.

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## Advanced Graphic Design and Portfolios

In Advanced Graphic Design and Portfolios, you will focus on layout design, symmetry, and dimensionality in the applied study of typography, form, and color. This course will teach you how to navigate the latest digital design techniques by emphasizing layout and composition, grid systems, and effective layouts across multiple media types. As part of the course, we will also explore cutting-edge trends and techniques, including artificial intelligence in design and sustainability practices in the digital world. Lastly, you will end the course with a focused approach to portfolio development. This will equip you with the knowledge and tools to showcase your experience and choose the right digital portfolio platform to promote your marketing and design skills.

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## Email Marketing

Email is an effective marketing channel that allows businesses to maintain contact with their customers at each stage of the customer journey and it is therefore very valuable both in the form of direct and digital marketing. This course focuses on how to effectively align your email marketing campaigns to the customer journey using lifecycle marketing. You will develop knowledge about lead nurturing strategies and contact segmentation. In this course, you will learn how to create an email marketing strategy, create and execute email campaigns, and measure the results using Mailchimp.

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## **Social Media Platforms and Strategies**

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Social media technologies continue to transform interactions between businesses and their customers, providing an opportunity for consumers to voice their opinions and influence brand perception. Social media marketing is a critical form of digital marketing that leverages the power of popular social media networks to achieve business marketing, branding, and sales goals. In this course, you will learn how to use and optimize social platforms such as Facebook, Instagram, Twitter, Snapchat, YouTube, and others, for business purposes. You will examine current trends and discuss how to remain agile and abreast of new trends and changes in social media marketing. There will be a focus on developing strategic social media marketing campaigns that incorporate a multi-platform approach to achieve identified marketing and business goals, as well as strategies for measuring success by analyzing the data in the analytics section of social media platforms. You will have an opportunity to practice by developing mock accounts and posts, gaining experience and showcasing your skills and talents by incorporating it in your professional portfolio.

## **Search Engine Marketing, PPC and Re-Targeting**

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In this course you will learn how to develop successful PPC advertising strategies that align with marketing and business goals. We will explore techniques for using Google Display or Search Ads to increase brand awareness, customer action, and retention. Key components of the course include creating a landing page to support Search Engine Marketing (SEM) goals, maximizing marketing spending through effective keyword searches, demographic targeting, bidding, and planning ad frequency. You will also learn how to measure performance through the understanding of key metrics and KPIs. You will be able to identify methods for re-targeting and develop comprehensive plans that drive leads, sales, and web traffic. By the end of the course, you should understand how to develop a PPC strategy, set up a Google Ads account, and align your PPC strategy with your business goals.

## **Online Reputation Management**

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In this course, you will learn how to build, maintain, and recover a robust and sustainable online reputation. This course will cover how an online reputation can be created, monitored, improved, and measured, as well as how to deal with crises. You will learn a brief history of social media and the difficult lessons that were learned as the technology grew and evolved. You will be exposed to real-life case studies and discuss how reputations were irreparably damaged, salvaged, and/or resurrected. The importance of a well-trained media relations manager will be stressed. You will have an opportunity to respond to real-world case scenarios where you will act as a media relations manager and resolve online reputation management issues. You will also learn to create customer surveys to obtain Net Promoter Score (NPS) results and discuss some key metrics and reputation monitoring tools that measure a company's online reputation and ranking.

## **Search Engine Optimization**

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Search engines are an essential part of the online experience. Long-term content planning must consider Search Engine Optimization (SEO) strategies as critical for success in the digital world. SEO strategies are plans designed to help increase organic traffic by improving a website's search engine rankings. In this course, you will learn how to optimize search engine presence, to ensure your content reaches the intended target audience, and to monitor the success of keyword selections. You will analyze traffic, ranking, and conversions, creating a maintenance checklist. SEO strategies across multiple platforms will be discussed and practiced, to support you, as you learn how to develop methods for optimizing online traffic. This course will introduce you to the Google Webmaster tool, also known as Google Search Console, as well as crawling tools, such as Oncrawl. You will learn how to conduct SEO site audits to

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identify SEO goals and expectations and identify tactics to support the optimization strategy to achieve those goals.

### **Web Development and Design Foundations**

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Web development and design incorporates two major skill sets and describes the process of creating a website. Web development determines how a website functions and web design speaks more to the look and feel of a website. In this course, you will learn and apply the required steps for building a functional website that incorporates other components of digital marketing such as content, email, and social media marketing, while applying foundational web development and design principles. Successful websites require strategic planning, budgeting, design, and development. In this course, you be introduced to the basics of web infrastructure, develop skills for building a website strategy, and design and develop it from concept to implementation. You will discuss the ways in which digital marketing professionals are adapting to the changing nature of web design, and how to manage a complex interactive media project within those changing digital climates.

### **Google Analytics and Webmaster Tools**

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Due to the trackable nature of online activity, the overall effect of a company's digital marketing efforts can also be tracked. Google Analytics is an essential measurement tool that allows businesses to collect intelligent data and analytics to evaluate their audience, measure the success of acquisition and engagement efforts, evaluate user conversions related to organizational goals, and utilize the information in planning and budgeting. In this course, you will compare and contrast the difference between Universal Analytics and Google Analytics 4, and become familiar with Google Search Console, a webmaster tool to help you measure site performance on Google Search. This course will provide you with the required knowledge to conduct an SEO audit and prepare a professional report to communicate analytic insights and SEO recommendations effectively.

### **Career Planning & Preparation - Level 2**

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This module builds on concepts and skills introduced in the Career Planning and Preparation Level 1 module. In this subsequent module, you will update and refine your resume and LinkedIn Profile. You will continue writing cover letters and learn the value of customizing cover letters to specific job postings. You will have the opportunity to apply this knowledge as you conduct a job search and write a cover letter tailored to an ideal job post. Through research, you will create a list of top employers and target current industry opportunities. You will learn about current methods for applying to job postings using technology. You will also gain an understanding of the job interview process, typical interview questions and possible responses, and expectations of both the interviewer and interviewee. In addition, you will engage in practical application of the interview process through role-plays. Topics such as negotiating salary, self-management, and on-the-job success for placements and post-graduate employment will be also covered.

### **Digital Marketing Internship**

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At the completion of the in-class section of this program, you are required to complete an 8-week work placement at a business or organization that utilizes digital marketing tools and services. You will have the opportunity to apply your newly acquired knowledge and skills in a real-world environment.

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