



Diploma in Digital Marketing Specialist Co-op



Start Dates

January, May, September



Program Schedule

Daytime



Program Duration



This one-year Co-op diploma focuses on marketing, advertising and campaign management. Build a sound marketing strategy using research and understand the PPC marketing model.



Program Highlights

- Develop digital advertising campaigns and understand how to build a brand
- Learn to use tools such as WordPress, HTML and CSS, Google Ads and Google Analytics
- Discover the power of copywriting and learn how to create content for marketing
- Build, optimize and analyze PPC campaigns using Google Ads and Bing Ads
- Strengthen your resume with Canadian work experience
- **Co-op placement in the field of studies**
(Terms & Conditions apply)



Learning Partners



Perlego



Co-op Experience

The co-op term provides you with an opportunity to integrate academic studies with related employment experience.



Modules

- Introduction to Marketing and Branding
- Google SEO
- Website Building & Design for Marketers
- Google Analytics (preparation for Google Analytics Certification)
- Campaign Management, Regulations and Compliance
- Managing Social Media Sponsored Campaigns (preparation for Facebook Blueprint Certification)
- Pay Per Click Marketing with Google Ads (preparation for Google Ads Certification)
- Copywriting
- Work Placement



Career Opportunities

- Administration Officer
- Financial Assistance Officer
- Office Administrator
- Coordinator
- Customer Service Representative
- Financial Services Representative

Admission Requirements*

- Have an Ontario Secondary School Diploma or equivalent or
- Be at least 18 years of age and pass the Wonderlic Test

For non-native English speakers:

- Successful completion of TSoM EAP Level 4 or
- IELTS 5.5 or equivalent or pass the TSoM English Assessment

**Please visit TorontoSoM.ca for more information about our admission requirements*

^ Students will be offered paid or unpaid entry-level positions related to their field of studies. The Career Services Department will provide full support to students on booking and preparing for interviews. It is the student's responsibility to perform well during all interviews as well as during the full length of the co-op term. Placements are subject to availability and will vary based on the program, season and job market changes as well as the student's English level and previous professional and academic experience. Should the co-op placement not be available the student will be required to complete a Capstone Project as an alternative to graduate from the program.

22 College Street - Suite 300, Toronto, ON, M5G 1K2, Canada
+1 (416) 800 2204 | www.TorontoSoM.ca | partners@TorontoSoM.ca

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