



HERITAGE COMMUNITY COLLEGE
VESTRI POSTERUS SATUS HIC

Program Outline

Digital Marketing Management Diploma

Brief Program Description	<p>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.</p>
NOC Code	<p>NOC 1123 (Professional occupations in advertising, marketing and public relations)</p>
Career Opportunities	<p>Upon completion of the program, graduates can work as marketing administrators or below occupations list:</p> <ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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



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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 (CELP): Listening 6, Speaking 6, Reading 5, and Writing 5.
- Pearson Test of English (PTE) Academic: overall score of 43 or higher
- International Test of English Proficiency (iTEP): overall score of 3.5 or higher.

Required Textbooks List of textbooks are mentioned in each course outline

Equipment required for this Program

- Lecture notes,
- Computers,
- Chairs,
- Desks,
- Garbage bins,



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- 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	<i>Method of Delivery (reflect all methods used)</i>	<i>Contact Hours</i>
	<i>Classroom (Instructor Led)</i>	840 hrs
	<i>Computer Based Training</i>	0 hrs
	<i>Distance Education</i>	0 hrs
	<i>Supervised Lab</i>	0 hrs
	<u><i>Work Experience</i></u>	<u>160 hrs</u>
	TOTAL	1000 hrs



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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



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Graduation Requirements 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