

WWW.SELCEDU.COM

**EMPOWERING
STUDENTS
TOWARDS A
BRIGHTER
FUTURE**



@SELCCOLLEGE



SELC
Seymour Education & Learning Centres



LIGHTING YOUR PATHWAY TO SUCCESS.

In a sea of choices for education and training, SELC stands tall in the Canadian education landscape. Our approach to education is to create an applied learning hub geared towards a collaborative approach between SELC college and industry employers to come together collaborating on strategic choices in curricula to not only meet but exceed job skills required by industries.

CLIMATE

The city lies 34m above sea level and the climate is warm and temperate.
Summer Average: 20 - 23°C (68 - 78°F)
Winter Average: 1 - 3°C (34 - 37°F)

POPULATION

The city' s population is extraordinarily diverse and it' s the source of creativity and strength.
Population: 700,000 (2019)

VANCOUVER

BRITISH COLUMBIA, CANADA

WHY SELC?



TOP LEVEL PROGRAMS

SELC Career College prepares students for lifelong learning and leadership roles in business and the hospitality industry through innovative training and extensive professional practices.



AWESOME DIVERSITY

An incredible mix of nationalities, with students from more than 70 countries around the world, making it easy for students to connect with many different people who can change their lives.



BEST LOCATION

We are located in the heart of the trendy Gastown district, one of Vancouver' s most culturally diverse and historical neighbourhoods. We invite you to walk along Gastown' s cobblestone streets.

PACIFIC
OCEAN

BRITISH
COLUMBIA

CANADA

EDMONTON

CALGARY

VANCOUVER

WHISTLER

VICTORIA

UNITED STATES

What is Co-op?

Through co-op programs, students are able to engage in both academic study and paid full-time internships, obtaining practical experience in their field of study. Partnering with more than 200 companies across Canada and delivering first-rate job preparation training programs, SELC is able to offer students a high quality job placement service for students.

PROGRAM OPTIONS

SELC offers co-op programs with various lengths ranging from 6 months to 2 years. Students will be studying in-class in the first half and will be working full-time through paid internship (Co-op) in the second half of the program.

6 months	Study 3 months	Co-op (Paid Internship) 3 months
9 months	Study 4.5 months	Co-op (Paid Internship) 4.5 months
1 year	Study 6 months	Co-op (Paid Internship) 6 months
2 years	Study 12 months	Co-op (Paid Internship) 12 months

ADDING ENGLISH STUDIES

Students may add various lengths of SELC' s English language studies (ESL) prior to their co-op program to achieve the minimum required English level or just to improve their English.

Example:

1 year	ESL 3 months	Study 4.5 months	Co-op (Paid Internship) 4.5 months
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E-Textbooks

Welcome to a new way of learning! We require all Career College students to bring their laptop or tablet to school as we don' t use physical books anymore. Our environmentally friendly e-learning platform is a ready-to-use database of content available to you anytime and anywhere that you have internet access. It is available for laptops, iPads and Android tablets and allows you to explore the contents very efficiently.



Portable

You no longer need to carry physical textbooks with you that are bulky and heavy. With digital textbooks, you can virtually carry hundreds of textbooks on a small laptop or tablet.

Easy Search

The search functions make finding any information on the e-textbooks quick and easy. You no longer need to go through the index pages or search for a specific paragraph.

Environmentally Friendly

E-textbooks leave a smaller carbon footprint. By choosing to use digital textbooks you are essentially contributing to the realization of a sustainable and greener world.



JOB PREP TRAINING

Our customized job search preparation training reflects Vancouver’s job market climate, hiring trends and proven job search success strategies for co-operative education programs. Co-op education students who successfully complete the training series can expect to have the necessary knowledge and tools to reach fruitful job search outcomes.

Training Team



Dale Lee
Program Supervisor

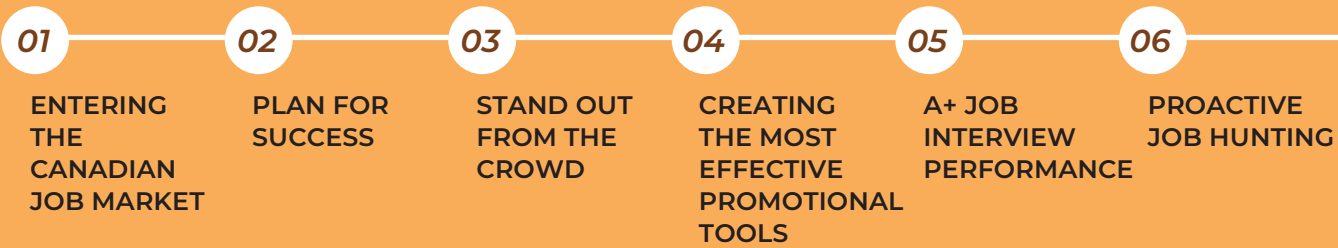
We help you through the entire job search process using our in-house designed coaching materials and methods. By engaging in the training, we promise that your employment potential will be maximized.

Professional Bio

Dale has been active in Co-operative Education Program Management, Job Search Coaching for Foreign Workers, Job Development, Employer Relations and Talent Sourcing Partnership for more than 8 years.



CAREER FOUNDATION - Training Flow



STAND OUT FROM THE CROWD
Discovering transferable skills, personal traits and job-specific skills/actions to prepare for your effective job searching process.



A+ JOB INTERVIEW PERFORMANCE
Examining contents, delivery and negotiations of phone and in-person interviews to make you all set for your peak performance.



On-Campus Job Fairs
On-Campus job fairs are held every 8 weeks at SELC where HR representatives of companies in Vancouver are invited to give presentations and carry out direct recruitment for our students.

TESTIMONIALS

Danielle Barp Buyer at D-Wave Systems Inc.

“Dale has an extraordinary vision and because of the work we’ve done together in analyzing my profile, career goals and transferrable skills, I was introduced to an industry that happens to be my great passion. Dale helped me shape the future of my career, and I truly couldn’t be more thankful.”



Rohan Kamble Front Office Administrator at Mercedes-Benz

“I can only rewind and learn how his mentorship has played an important role in my professional development. I highly recommend Dale for his perspicuous and unconventional recipes when it comes to mentoring, career coaching and networking abilities. He quickly pinpoints the crux of a situation and always provides helpful insights and ideas to contemplate. He’s unequivocally a strong asset to any campus and community.”



JOB OPPORTUNITIES

Airport	Office	Travel/Event
Restaurant/Bar	Hotel	Real Estate
Automobile Service	IT	Medical Institution
Sport Facility	Retail	Telecom Service

100% Placement Guarantee*

At SELC, we 100% guarantee students’ job placement. Partnering with more than 200 companies across Canada, SELC Vancouver is able to offer wide range of job selections depending on students’ interests and industry experience. Students are also invited to participate in the Career Foundation job preparation training workshops to maximize the potential as a job seeker. We also hold an on-campus job fair every 8 weeks as an opportunity for students to directly communicate with employers in Vancouver.

* Placement service varies depending on the program you register in. Please talk to a school representative to figure out the details.

BUSINESS FOUNDATIONS

PROGRAM INFORMATION

The business courses in the Business Foundations program focus on cutting-edge firsts, up-to-date issues that shape today's business world using experiential learning that helps students to build a solid foundation of business knowledge and skills. The courses work together to provide a seamless coverage of vital knowledge, helping students to understand the concepts behind best practices in business while they develop and refine their skills to meet employer expectation in business today.

PROGRAM OPTIONS

[Credentials]

BF 100
(6 Months)

Study
3 months

Co-op (Paid Internship)
3 months

- SELC CERTIFICATE
- WHIMIS

BF 200
(1 Year)

Study
6 months

Co-op (Paid Internship)
6 months

- SELC DIPLOMA
- WHIMIS

BF 400
(2 Years)

Study
12 months

Co-op (Paid Internship)
12 months

- SELC DIPLOMA
- WHIMIS

Weekly Class Hours

- Class Hours
- 20 hours / week
- Distance Education
- 8 hours / week



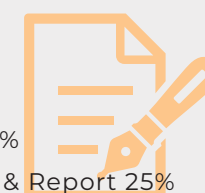
CAREER OPPORTUNITIES

- Sales/Marketing Assistant
- Human Resources Assistant
- Administrative Assistant
- Accounting Clerk / Assistant
- Etc.



EVALUATION

- Final Exam 30%
- Mid-Term Project 15%
- Group Presentation & Report 25%
- Assignments & Quizzes 20%
- Attendance & Participation 10%



ADMISSION REQUIREMENTS

- TOEFL(Paper): 537
- TOEFL(IBT): 75
- IELTS: 6
- TOEIC: 700
- SELC ONLINE ADMISSION TEST: 70%



BF100 COURSES

The Business Foundations 100 courses focus on the long-standing principle of “Doing the Basics Best.” Students will learn the essentials for Canadian Business over 12 weeks period.



Designed to introduce students to the contemporary business world in Canada and globally from the perspective of an employee, employer, consumer and investor. The course will cover various business topics.



Designed to introduce students to the contemporary business world in Canada and globally from the perspective of an employee, employer, consumer and investor. The course will cover various business topics.

Class Schedule

*Class schedule may change without notice.

Daytime Weekly Schedule

- Monday - Thursday
- 9:00 AM - 2:00 PM
- +8h Weekly Distance Education

BF100 COURSE SCHEDULE

Business Essentials 1 Business Essentials 2 Break (No School) Holiday (No School)

YEAR 2021

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06 JUNE

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07 JULY

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08 AUGUST

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11 NOVEMBER

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YEAR 2022

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07 JULY

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12 DECEMBER

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*Course schedule is subject to change due to COVID-19 restrictions or other circumstances.

BF200 COURSES

The Business Foundations 200 courses focus on the long-standing principle of “Doing the Basics Best.” Students will learn the essentials for Canadian Business, Organizational Behaviour, Marketing and Business Communications.



Designed to introduce students to the contemporary business world in Canada and globally from the perspective of an employee, employer, consumer and investor. The course will cover various business topics.



Students will see how organizational issues are closely tied to human issues, and how managers cannot rely on intuition alone to address organizational problems. The course will cover organizational behaviour and how it relates to virtually every aspect of business.



Students will have an enhanced understanding for basic marketing concepts, strategies and practices. The course will cover strategic marketing planning processes. And you'll put those processes to task by creating a marketing plan using various research.



Students will learn the foundations of business communications by discussing and reviewing the importance of effective communication skills, communicating in teams, mastering nonverbal communication skills and the practice of intercultural communications in the global environment.

Class Schedule

*Class schedule may change without notice.

Daytime Weekly Schedule

- Monday - Thursday
- 9:00 AM - 2:00 PM
- +8h Weekly Distance Education

Evening Weekly Schedule

- Monday - Thursday
- 4:00 PM - 9:00 PM
- +8h Weekly Distance Education

BF200 COURSE SCHEDULE

Business Essentials Organizational Behaviour Marketing Business Communication
Break (No School) Holiday (No School)

YEAR 2021

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YEAR 2022

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*Course schedule is subject to change due to COVID-19 restrictions or other circumstances.

BF400 COURSES

The Business Foundations 400 courses focus on the long-standing principle of “Doing the Basics Best.” Students will learn the essentials for Canadian Business, International Business, Organizational Behaviour, Human Resource Management, and Business Communications, Selling, Marketing and Financial Accounting.



Designed to introduce students to the contemporary business world in Canada and globally from the perspective of an employee, employer, consumer and investor. The course will cover various business topics.



Students will see how organizational issues are closely tied to human issues, and how managers cannot rely on intuition alone to address organizational problems. The course will cover organizational behaviour and how it relates to virtually every aspect of business.



Students will have an enhanced understanding for basic marketing concepts, strategies and practices. The course will cover strategic marketing planning processes. And you'll put those processes to task by creating a marketing plan using various research.



Students will learn the foundations of business communications by discussing and reviewing the importance of effective communication skills, communicating in teams, mastering nonverbal communication skills and the practice of intercultural communications in the global environment.



Understanding how the elements of international business are related, students will understand how the concepts learned will be relevant to their future careers. The course will cover the challenges of Globalization through the use of real-world examples in international business.



Students will learn the fundamentals of selling and how to communicate effectively during the entire sales cycle in today's competitive world. Through this course, students will develop a personal selling philosophy that incorporates various practical strategies.



This course brings students and their instructor into a current and comprehensive discussion about human resources today, as human resources (the people who work in organizations) are among the most important organizational assets.



This course gives students a solid foundation in the fundamentals of accounting and the basics of financial statements. The concepts and procedures that form the accounting cycle are also described and illustrated early in the course and are then applied consistently in the topics that follow.

Class Schedule

*Class schedule may change without notice.

Daytime Weekly Schedule

- Monday - Thursday
- 9:00 AM - 2:00 PM
- +8h Weekly Distance Education

Evening Weekly Schedule

- Monday - Thursday
- 4:00 PM - 9:00 PM
- +8h Weekly Distance Education

BF400 COURSE SCHEDULE

Business Essentials	Organizational Behaviour	Marketing	Business Communication	International Business
Selling Essentials	HR Management	Financial Accounting	Break (No School)	Holiday (No School)

YEAR 2021

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02 FEBRUARY

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07 JULY

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09 SEPTEMBER

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10 OCTOBER

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YEAR 2022

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06 JUNE

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07 JULY

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08 AUGUST

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09 SEPTEMBER

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10 OCTOBER

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11 NOVEMBER

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12 DECEMBER

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*Course schedule is subject to change due to COVID-19 restrictions or other circumstances.

HOSPITALITY MANAGEMENT

PROGRAM INFORMATION

The Hospitality Management program provides the crucial link between academia and the global hospitality industry. The program contains courses that are designed to provide students with an understanding of the applied, real-world knowledge employers seek. The courses prepare students for entry-level and upper-level hospitality management positions, as well as specific technical and supervisory job skills employers demand.

PROGRAM OPTIONS

HM 200
(1 Year)

Study
6 months

Co-op (Paid Internship)
6 months

[Credentials]

- SELC DIPLOMA
- WHIMIS
- SERVING IT RIGHT
- FOODSAFE Lvl

HM 400
(2 Years)

Study
12 months

Co-op (Paid Internship)
12 months

- SELC DIPLOMA
- WHIMIS
- SERVING IT RIGHT
- FOODSAFE Lvl

Weekly Class Hours

- Class Hours
- 20 hours / week
- Distance Education
- N/A



*Starting July 2021: 16 hours (Class Hours) / 4 hours (Distance Education)

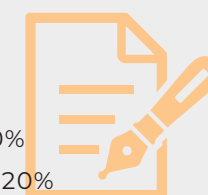
CAREER OPPORTUNITIES

- Food and beverage server
- Hotel receptionist
- Hotel manager
- Dining room supervisor
- Etc.



EVALUATION

- Final Exam 30%
- Mid-Term Project 20%
- Group Presentation 20%
- Assignments & Quizzes 20%
- Attendance & Participation 10%



ADMISSION REQUIREMENTS

- TOEFL(Paper): 530
- TOEFL(IBT): 65
- IELTS: 5.5
- TOEIC: 650
- SELC ONLINE ADMISSION TEST: 70%



HM200 COURSES

The Hospitality Management 200 courses familiarizes students with the general overview of the hospitality industry. Students will learn the Lodging and Hotel Industry, Managing Service in Food & Beverage, Supervision for Hospitality and Managing Front Office Operation.



Students learn a comprehensive introduction to the many entities that make up the hospitality industry, as well as an overview of today's hot issues, including ethical challenges and management concerns. The course reflects on various aspects of hospitality.



The course provides students with practical skills and knowledge for effective management of food service operations. It presents basic service principles while emphasizing the importance of meeting and, whenever possible, exceeding the expectations of guests.



The course is designed to provide students with the principles of supervision as they apply specifically to the hospitality industry.



Students learn a systematic approach to front office procedures by detailing the flow of business through a hotel, from the reservations process to check-out and account settlement.

Class Schedule

*Class schedule may change without notice.

Daytime Weekly Schedule

- Tuesday, Wednesday & Thursday
- 9:00 AM - 4:00 PM

*Starting July 2021:
Tuesday, Wednesday & Thursday
9:15 AM - 3:00 PM (+4h Weekly Distance Education)

Evening Weekly Schedule

- Monday - Friday
- 5:00 PM - 9:00 PM

*Starting July 2021:
Monday - Thursday
5:00 PM - 9:00 PM (+4h Weekly Distance Education)

HM200 COURSE SCHEDULE

Lodging & Hotel Industry Managing Service in F&B Supervision for Hospitality Front Office Operations
Break (No School) Holiday (No School)

YEAR 2021

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02 FEBRUARY

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03 MARCH

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04 APRIL

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08 AUGUST

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11 NOVEMBER

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12 DECEMBER

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YEAR 2022

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03 MARCH

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04 APRIL

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06 JUNE

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07 JULY

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08 AUGUST

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09 SEPTEMBER

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10 OCTOBER

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11 NOVEMBER

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12 DECEMBER

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*Course schedule is subject to change due to COVID-19 restrictions or other circumstances.

HM400 COURSES

The Hospitality Management 400 courses familiarizes students with the general overview of the hospitality industry. Students will learn the Lodging and Hotel Industry, Managing Service in Food & Beverage, Supervision for Hospitality, Front Office Operations, House Keeping Operation, Accounting, Marketing and Planning and Control in Food & Beverage.



Students learn a comprehensive introduction to the many entities that make up the hospitality industry, as well as an overview of today's hot issues, including ethical challenges and management concerns. The course reflects on various aspects of hospitality.



The course provides students with practical skills and knowledge for effective management of food service operations. It presents basic service principles while emphasizing the importance of meeting and, whenever possible, exceeding the expectations of guests.



The course is designed to provide students with the principles of supervision as they apply specifically to the hospitality industry.



Students learn a systematic approach to front office procedures by detailing the flow of business through a hotel, from the reservations process to check-out and account settlement. Also examines the various elements of effective front office management.



The course is designed to provide students with the principles of housekeeping management as they apply specifically to the hospitality industry.



The course provides a basis for understanding hospitality accounting concepts and procedures, the processing of hospitality financial data, and the flow of financial information in the accounting cycle that result in the production of financial statements.



The course is designed to provide students with a solid background in hospitality sales and marketing. The main focus is on practical sales techniques for selling to targeted markets.



The course provides the principles and procedures involved in an effective food and beverage control system, including standards determination, the operating budget, cost-volume-profit analysis, income and cost control, menu pricing, theft prevention, labor cost control, and computer applications.

Class Schedule

*Class schedule may change without notice.

Daytime Weekly Schedule

- Tuesday, Wednesday & Thursday
- 9:00 AM - 4:00 PM

*Starting July 2021:

Tuesday, Wednesday & Thursday
9:15 AM - 3:00 PM (+4h Weekly Distance Education)

Evening Weekly Schedule

- Monday - Friday
- 5:00 PM - 9:00 PM

*Starting July 2021:

Monday - Thursday
5:00 PM - 9:00 PM (+4h Weekly Distance Education)

HM400 COURSE SCHEDULE

Lodging & Hotel Industry Managing Service in F&B Supervision for Hospitality Front Office Operations Housekeeping Operations
Accounting for Hospitality Marketing for Hospitality Planning & Control in F&B Break (No School) Holiday (No School)

YEAR 2021

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02 FEBRUARY

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03 MARCH

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04 APRIL

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06 JUNE

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07 JULY

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08 AUGUST

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09 SEPTEMBER

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10 OCTOBER

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11 NOVEMBER

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12 DECEMBER

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YEAR 2022

01 JANUARY

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02 FEBRUARY

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04 APRIL

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06 JUNE

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07 JULY

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09 SEPTEMBER

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10 OCTOBER

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11 NOVEMBER

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12 DECEMBER

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*Course schedule is subject to change due to COVID-19 restrictions or other circumstances.

GLOBAL CLIENT CARE

PROGRAM INFORMATION

The Global Client Care program focuses heavily on experimental learning to increase student's capacity in these client care skill sets and increase their ability to demonstrate higher levels of the required attributes. Students will leave this program with the ability to work in various Canadian industries that require client care and customer service.



PROGRAM OPTIONS

GCC
(9 Months)

Study
4.5 months

Co-op (Paid Internship)
4.5 months

[Credentials]

- SELC CERTIFICATE
- WHIMIS
- SERVING IT RIGHT
- FOODSAFE Lvl

SCHEDULE

- Class Hours
- 16 hours / week
- Distance Education
- 4 hours / week



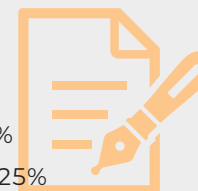
CAREER OPPORTUNITIES

- Cashier / Customer Service
- Food and beverage server
- Hotel Guest Service Agent
- Receptionist / Reservation Agent
- Etc.



EVALUATION

- Final Exam 30%
- Mid-Term Project 15%
- Group Presentation 25%
- Assignments & Quizzes 20%
- Attendance & Participation 10%



ADMISSION REQUIREMENTS

- CELPIP: 5
- TOEFL(iBT): 45
- IELTS: 4.5
- TOEIC: 600
- SELC ONLINE ADMISSION TEST: 60%



GCC COURSES

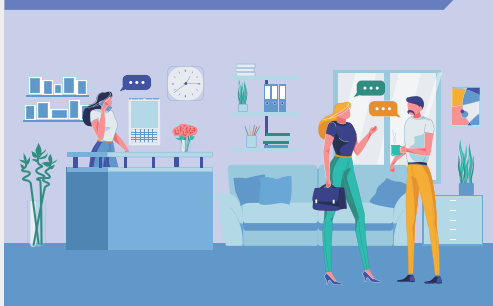
The Global Client Care courses engage and instruct students in a dynamic and highly experiential learning environment. The courses will utilize daily in-class lectures, role plays, simulations, guided discussions and small buzz groups.

Customer Service Excellence



Customer Service Excellence is a broad topic and in this course students will focus on a practical approach to Customer Service. Students will discover what Customer Service really is and what it is not. They will be introduced to the many challenges of providing effective customer service and learn how to problem solve and formulate plans for success that will benefit the customer and also the company.

Interpersonal Communication



In this course students will learn the foundations of interpersonal communications by focusing on how they relate to other people and the impact on relationships within the company and most importantly relationships with customers and stakeholders outside the company. The course will focus on helping students to develop high interpersonal communication skills in speaking and listening to be used in providing excellent customer service.

Intercultural Competence



Learning Intercultural Competence for today's business environment has become essential for the workplace especially in customer service capacity. Rapid globalization, levels of increased tourism as well as the dynamics of a Canadian Multicultural society all set the stage for the requirements of this new skill set. In this course students will learn the imperatives for intercultural competence. They will discover Cultural patterns, identity and biases and how to communicate inter-culturally both verbally and non-verbally.

Class Schedule

*Class schedule may change without notice.

Evening Weekly Schedule

- Monday - Thursday
- 5:00 PM - 9:00 PM
- +4h Weekly Distance Education

GCC COURSE SCHEDULE

Customer Service Excellence Interpersonal Communication Intercultural Competence Break (No School) Holiday (No School)

YEAR 2021

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02 FEBRUARY

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07 JULY

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08 AUGUST

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09 SEPTEMBER

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10 OCTOBER

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31						

11 NOVEMBER

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12 DECEMBER

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YEAR 2022

01 JANUARY

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02 FEBRUARY

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03 MARCH

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04 APRIL

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07 JULY

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08 AUGUST

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28	29	30	31			

09 SEPTEMBER

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10 OCTOBER

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30	31					

11 NOVEMBER

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20	21	22	23	24	25	26
27	28	29	30			

12 DECEMBER

S	M	T	W	T	F	S
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

*Course schedule is subject to change due to COVID-19 restrictions or other circumstances.

DIGITAL MARKETING

PROGRAM INFORMATION

Digital Marketing Program covers both basic to advanced principles of digital and social media marketing as well as communication and basic business acumen that any employee, business owner or freelancer needs in order to thrive in the ver-changing world of digital marketing. The program will empower students to grow their digital marketing knowledge and skill base, advance in their career and/or improve their current presence on digital mediums.

PROGRAM OPTIONS

[Credentials]		
DM 300 (1 Year)	Study 6 months	Co-op (Paid Internship) 6 months
	<ul style="list-style-type: none">• SELC DIPLOMA• WHIMIS	
DM 500 (2 Years)	Study 12 months	Co-op (Paid Internship) 12 months
	<ul style="list-style-type: none">• SELC DIPLOMA• WHIMIS	

Program Duration

- DM 300
Instructional Hours: 600 hours (24 weeks)
Co-op Hours: 480 Hours (24 weeks)
- DM 500
Instructional Hours: 1200 hours (48 weeks)
Co-op Hours: 960 Hours (48 weeks)

*The program takes a combined delivery method of in-class and distance education

CAREER OPPORTUNITIES

- Social Media Marketing Analyst
- Digital Marketer
- Marketing Assistant
- Web Design Assistant
- Etc.

EVALUATION

- Assignments, essays and/or case studies
- Quizzes
- Group Project and Presentations
- Final Exams OR Final Projects

ADMISSION REQUIREMENTS

- Duolingo: 95
- TOEFL(Paper): 537
- TOEFL(IBT): 75
- IELTS: 6
- LPI: Level 4 with essay 25
- TOEIC: 700
- SELC ONLINE ADMISSION TEST: 70%

DM300 COURSES

Digital Marketing 300 course descriptions:

BLOCK A

Marketing Research

The course provides students with a solid understanding of marketing research and its industry. Students will learn about research tools and techniques needed to execute various marketing research projects.

Digital Marketing Fundamentals

The course lays the groundwork for students to understand how online and offline marketing methods work together to deliver results. Students will learn the terms and concepts used in the industry and how they are applied in practical situations.

Social Media Marketing

The course focuses on learning how to choose the right social media platform and how best to utilize the feature offered by that platform. We take the most popular social media platforms and examine how businesses can best use them to reach customers.

Search Engine Optimization

The course dives into the idea and knowledge of SEO that takes a deep look into what businesses need to do to get their content in front of their target audience. We take a very broad view on the subject covering more than Google, incorporating SEO strategies across multiple platforms.

Strategic Web Design

The course delivers an understanding of the radical change the world of web design is undergoing and the way digital marketing professionals are adapting to it. Students will also be able to use templates and WordPress to build a fully functional website that showcases their talent.

Writing for the Web

The course will provide an in-depth look into the process of writing compelling copy, including: brainstorming, outlining, drafting and editing. Also, from white papers to eNewsletters, students will discover how to create content for various web purposes. Video storyboarding will also be examined.

Career Success 1

The course is designed to provide students with the knowledge, job application tools and soft skills necessary to break into the competitive digital marketing job market.

Capstone Project 1

Students begin a comprehensive integrated digital marketing project on behalf of a local business, applying their learning from current courses.

*Career Success and Capstone Project will be completed over the period of other courses.



DM300 COURSE SCHEDULE

**The schedule is just a sample. The official one will be ready once the program is approved.*

Marketing Research	Digital Marketing Fundamentals	Social Media Marketing	Search Engine Optimization	Strategic Web Design
Writing for the Web	Break (No School)	Holiday (No School)		

YEAR 2021

01 JANUARY	02 FEBRUARY	03 MARCH	04 APRIL
05 MAY	06 JUNE	07 JULY	08 AUGUST
09 SEPTEMBER	10 OCTOBER	11 NOVEMBER	12 DECEMBER

YEAR 2022

01 JANUARY	02 FEBRUARY	03 MARCH	04 APRIL
05 MAY	06 JUNE	07 JULY	08 AUGUST
09 SEPTEMBER	10 OCTOBER	11 NOVEMBER	12 DECEMBER

*Course schedule is subject to change due to COVID-19 restrictions or other circumstances.

DM500 COURSES

Digital Marketing 500 course descriptions:

BLOCK A

Marketing Research

The course provides students with a solid understanding of marketing research and its industry. Students will learn about research tools and techniques needed to execute various marketing research projects.

Digital Marketing Fundamentals

The course lays the groundwork for students to understand how online and offline marketing methods work together to deliver results. Students will learn the terms and concepts used in the industry and how they are applied in practical situations.

Social Media Marketing

The course focuses on learning how to choose the right social media platform and how best to utilize the feature offered by that platform. We take the most popular social media platforms and examine how businesses can best use them to reach customers.

Search Engine Optimization

The course dives into the idea and knowledge of SEO that takes a deep look into what businesses need to do to get their content in front of their target audience. We take a very broad view on the subject covering more than Google, incorporating SEO strategies across multiple platforms.

Strategic Web Design

The course delivers an understanding of the radical change the world of web design is undergoing and the way digital marketing professionals are adapting to it. Students will also be able to use templates and WordPress to build a fully functional website that showcases their talent.

Writing for the Web

The course will provide an in-depth look into the process of writing compelling copy, including: brainstorming, outlining, drafting and editing. Also, from white papers to eNewsletters, students will discover how to create content for various web purposes. Video storyboarding will also be examined.

Career Success 1

The course is designed to provide students with the knowledge, job application tools and soft skills necessary to break into the competitive digital marketing job market.

Capstone Project 1

Students begin a comprehensive integrated digital marketing project on behalf of a local business, applying their learning from current courses.

BLOCK B

Marketing Automation & Building an Online Community

The course teaches students how to fully integrate elements of your website, social media and customer interaction through the technologies of automation, which has emerged as a key requirement for modern business.

Digital Marketing Analytics

The course provides students with the opportunity to interpret, evaluate and integrate digital marketing data. Students will learn to formulate and enact data-driven strategies and bring web marketing analytics into current business practices.

Cyberlaw: Internet and the Law

The course provides and interuaction to the laws and legal issues related to but not limited to crimes involving technology - known as cybercrime - such as online fraud, hacking and cyberbullying. The following topics will be covered: copyright, patents, trademarks, privacy, online contracts, etc.

Strategic Brand Management

The course provides a comprehensive and up-to-date introduction to the subjects of brands, brand equity and strategic brand management - the design and implementation of marketing programs and activities to build, measure and manage brand equity.

Integrated Marketing Communications

The course presents essential elements of integrated marketing communications in a clear, concise and informative manner, in order for students to be able to strike the right balance among the communications options, which is one of the primary tasks of marketing agencies helping clients.

E-Commerce

The course provides students with an in-depth introduction to the field of e-commerce. Learning is focused on key concepts, and the latest empirical and financial data, that will help students understand the evolving world of opportunity offered by e-commerce.

Career Success 2

In this course students delve deeper into the job market in Digital Marketing from the perspective of being an entrepreneur / consultant in the industry.

Capstone Project 2

Students will continue to work on a comprehensive integrated digital marketing project, applying their learning from previous course: Capstone Project 1.

*Career Success and Capstone Project will be completed over the period of other courses.

DM500 COURSE SCHEDULE

**The schedule is just a sample. The official one will be ready once the program is approved.*

Marketing Research

Writing for the Web

Integrated Marketing Comm.

Digital Marketing Fundamentals

Marketing Automation & BOC

E-Commerce

Social Media Marketing

Digital Marketing Analytics

Break (No School)

Search Engine Optimization

Cyberlaw: Internet and the Law

Holiday (No School)

Strategic Web Design

Strategic Brand Management

YEAR 2021

01 JANUARY

02 FEBRUARY

03 MARCH

04 APRIL

05 MAY

06 JUNE

07 JULY

08 AUGUST

09 SEPTEMBER

10 OCTOBER

11 NOVEMBER

12 DECEMBER

YEAR 2022

01 JANUARY

02 FEBRUARY

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04 APRIL

05 MAY

06 JUNE

07 JULY

08 AUGUST

09 SEPTEMBER

10 OCTOBER

11 NOVEMBER

12 DECEMBER

*Course schedule is subject to change due to COVID-19 restrictions or other circumstances.

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