



# BEST WEB DESIGN Digital MARKETING

We provide web design and development services.

DIGITAL MARKETING FUNDAMENTALS 300-310  
DIGITAL MARKETING SPECIALIST 500-510

[Read More](#)

The program has been reviewed and approved by the Private Training Institutions Branch (PTIB) of the Ministry of Advanced Education, Skills & Training.



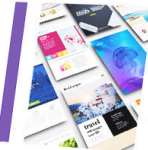
#### Handmade

Learn how to create a professional website layout using a grid system and typography. This course covers the basics of web design, including color theory, layout, and typography.



#### Responsive

Learn how to create a professional website layout that is responsive and works on all devices. This course covers the basics of responsive design, including layout, typography, and color theory.



#### Cool Design

Learn how to create a professional website layout with a modern, clean design. This course covers the basics of web design, including color theory, layout, and typography.





# PROGRAM INFORMATION AND OPTIONS

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]

DMF 300  
DMF310 (non co-op)  
(1 Year)

Study  
6 months

Co-op (Paid)  
6 months

SELC DIPLOMA  
WHIMIS

DMF 500  
DMF510 (non co-op)  
(2 Years)

Study  
12 months

Co-op (Paid)  
12 months

SELC DIPLOMA  
WHIMIS

### Program Duration

DMF 300-310  
Instructional Hours: 600 hours (24 weeks)  
Co-op Hours: 480 Hours (24 weeks)

DMS 500-510  
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  
\*DM 310 and 510 are also available without co-op at a reduced rate, please get in touch with our Recruitment team for more details

### 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



### ENGLISH REQUIREMENTS

Duolingo: 95  
TOEFL(Paper): 537  
TOEFL(IBT): 75  
IELTS: 6  
LPI: Level 4 with essay 25  
TOEIC: 700  
SELC ONLINE ADMISSION TEST: 80%



# DMF300-310\*\* COURSES

\*\*Course 310 is non co-op

Digital Marketing Fundamentals 300-310 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.



# DMS500-510\*\* COURSES

\*\*Course 510 is non co-op

Digital Marketing Specialist 500-510 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 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.

### 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 introduction 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.