

DIGITAL MARKETING SPECIALIST WITH PRACTICUM ATTESTATION OF COLLEGE STUDIES (AEC | NWY.24)



Greystone
COLLEGE



Learn more

- Build comprehensive skills to prepare you for a hot job market - digital marketers are in demand in Canada and globally!
- Build a dynamic skill set for building a brand & marketing online through websites, social media, blogs, and email campaigns.
- Learn about analytic tools & discover how to use data to strategically plan & refine your digital marketing efforts to achieve goals & targets.
- Put your new skills into practice in a practicum placement in a role related to digital marketing.

Campus

Montréal

Program Length

Morning: 56-64 weeks (36 weeks academic study + up to 8 weeks scheduled breaks + 20 week practicum placement)

Evening: 92 weeks (54 weeks academic study + up to 18 weeks scheduled breaks + 20 week practicum placement)

Start Dates

Morning

2024: Jan 2, Jan 29, Feb 26, Mar 25, Apr 22, Aug 12, Sep 9, Oct 7, Nov 4, Dec 2

Evening

2024: Jan 29, Mar 25, May 21, July 15, Sep 9, Nov 4, Dec 30 (first session of 2025)

2025: Dec 30 (2024), Feb 24, Apr 21, Jun 16, Aug 11, Oct 6, Dec 1

Scheduled Breaks

Summer Break 2024 / 2025

Morning Schedule Only:

Jun 17 - Aug 9, 2024

Winter Break 2024 / 2025

Morning Schedule:

Dec 23 - 27, 2024

Evening Schedule:

Dec 16 - 27, 2024 / Dec 22, 2025 - Jan 2, 2026

Language Level Requirement

INTERMEDIATE 3

(Equivalent to TOEFL iBT: 46, IELTS: 5.5)

OR Completion of a minimum of three full years of study in a secondary or post-secondary institution where the sole language of instruction is English.

Other Admission Requirements

View [general Greystone College Admission Requirements](#) for your chosen campus on our website for more details.

Program Description

Explore all the current tools, tips, and trends in the world of digital marketing and learn how to reach clients across a range of digital platforms. This comprehensive program covers social media marketing, ecommerce, digital branding, web design, analytics, and more. You'll learn everything you need to know to launch and grow a digital brand, and leave with transferable skills that will help you gain employment across a range of industries.

In the practicum, get hands-on experience helping a local organization or business reach its digital marketing goals.

About the Practicum

The Attestation in College Studies, Digital Marketing Specialist with Practicum combines academic study with practical work experience related to your study area. After completing the academic study portion, students will complete a 20-week practicum placement in a local business in Montréal.

The program includes: documentation support, interview and job preparation, résumé building, monitoring throughout the practicum placement, and job search tips.

The student is responsible for the payment of any government fees related to the application for a work permit and the extension of study permit.

Program Schedule

Morning Program Schedule

36 WEEKS ACADEMIC STUDY Total weekly study hours = 22.5	
WORKPLACE SKILLS & TOOLS COURSE	ALL OTHER PROGRAM COURSES
TUE-THU* 8:30 AM-2:15 PM Class	MON-FRI 8:30 AM-1:00 PM Class
FLEXIBLE 5 Hours per Week Asynchronous Learning	

Evening Program Schedule

54 WEEKS ACADEMIC STUDY Total weekly study hours = 22.5	
WORKPLACE SKILLS & TOOLS COURSE	ALL OTHER PROGRAM COURSES
TUE-THU* 5:15 PM-9:00 PM Class	MON-THU 5:15 PM-9:00 PM Class
FLEXIBLE 3.75 Hours per Week Asynchronous Learning	

Practicum Schedule

You will begin a practicum placement after completing your academic study portion. The practicum will last for 20 weeks. Your daily practicum placement work schedule will vary, depending on the needs of your employer.

**The Workplace Skills and Tools course takes place for all students during their first session. Students will also attend this course on campus on the very first Monday of the program. Students should also anticipate additional time for completing homework and projects.*

Digital Marketing Specialist with Practicum Courses

The curriculum is subject to change.

ACADEMIC STUDY

DIGITAL MARKETING FUNDAMENTALS - BRANDING

Digital Marketing Fundamentals - Branding lays the groundwork for students to understand the key components of brand identity, how to create Unique Selling Proposition (USP), and why it is important. Students are also introduced to the portfolio that they build as a professional showcase of their work and certifications.

DIGITAL MARKETING FUNDAMENTALS - DOMAIN, ONLINE, EMAIL MARKETING

Digital Marketing Fundamentals 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. In this course, students will earn the Mailchimp Academy Foundations Certification; Mailchimp Academy Email Marketing Certification; HubSpot Email Marketing Certificate; and HubSpot Inbound Marketing Certification.

SEARCH ENGINE OPTIMIZATION

Moving beyond basic keywords and PPC marketing, SEO takes a deeper look into what businesses need to do to get their content in front of their target audience. This course takes an international view on the subject and covers much more than Google; learn to incorporate SEO strategies across multiple platforms and geographic regions. It includes keywords, linking, backlinking, and strategies to get onsite and offsite SEO working. In this course, students will earn the Semrush SEO Toolkit Certification; Semrush Content Marketing Certification; HubSpot SEO and SEO II Certification; and HubSpot SEO II Certification.

MARKETING STRATEGIES

Social media as a marketing tool can make or break brand image and has rapidly become the channel of choice for companies to reach their target audience. In this course, students will earn the Hootsuite Platform Certification and the Social Media Marketing Certification.

ADVERTISING

Learning how to choose the right social media platform and how best to utilize the features offered by that platform is the primary focus of this course. We take the most popular social media platforms and examine how businesses can best use them to reach customers. In this course, students will earn the Google Ads Search Certification; Google Ads Display Certification; and Google Ads - Measurement Certification.

STRATEGIC WEB DESIGN - ANALYTICS AND BEYOND

Data analytics empowers digital marketers to move beyond guesswork and make data-driven decisions. This course equips students with the knowledge and skills needed to capture, manage, and report on analytics data so that they can improve their digital marketing campaigns by turning data into actionable insights. In this course, students will earn the Google Analytics Certification.

STRATEGIC WEB DESIGN - THE CREATIVE EFFORT

Gain a comprehensive understanding of using WordPress for website design in constructing a fully functional e-commerce website while leveraging data analytics to improve website performance. The course covers the various business and geographic listings options available and how they can be utilized as online marketing tools. Students will also become familiar with CRM, loyalty card, and apps, and examine aspects of website security, asset security, and cloud and data security. In this course, students will earn the HubSpot certification: Growth-Driven Design.

WRITING FOR THE WEB

Marketing in the digital age is all about content. From your website, YouTube channel, blog, brochure, or tweets, content is what differentiates a mediocre from a viral marketing campaign. However, not all content is created equal, and careful consideration needs to be given to everything published to maximize its effect. Tweets, blog posts, and website copy all serve different purposes and carry their own constraints. This course provides the skills to navigate the content creation challenge successfully. In this course, students will earn the Muck Rack Fundamentals of Media Relations Certification.

WORKPLACE SKILLS & TOOLS

Learn the fundamental skills necessary for the Canadian workplace. Students will learn topics such as oral and written communication, computer skills, and workplace preparation. The course will also cover the necessary skills needed for academic study in their program.

PRACTICUM WORK EXPERIENCE

PRACTICUM (20 WEEKS)

In this course, students will prepare to take their new skills and knowledge into the job market in a practicum related to their program. Students will be required to complete job tasks as assigned to them by the employer.

THE PRACTICUM WORK EXPERIENCE COULD INCLUDE ENTRY-LEVEL POSITIONS IN AREAS LIKE

- Digital Advertising
- Media
- Digital Marketing
- Communications
- Social Media Management

FREE FRENCH LANGUAGE CLASSES

Delivered Through ILSC Montréal and ILSC ALLO **

WEEKLY STUDY HOURS: 15

** These French classes are available to our Greystone College students for free and are delivered through our sister school, ILSC Language Schools Montréal, and our online French program, ILSC ALLO. These classes will support Collège Greystone students in Montréal to meet Québec's French language requirement for graduation from their program. Weekly study hours are in addition to the Greystone College total weekly study hours.

BONUS: ILSC will pay the TEFAQ Language Exam fee for students with a 95% attendance rate in their French classes once they successfully complete the Intermediate 2 level.



Bring your own device

To ensure our students have the most transformative learning experience, we recommend the following minimum device requirements:

- Windows 10 or Mac OS v.10.7 or higher
- Processor: Intel i5-6400 or Ryzen 5 1400 minimum
- Memory: 8 GB recommended
- Screen: 14 inches recommended
- Ports: minimum 1 USB 3.0 port
- Built-in camera, speakers and microphone
- Connectivity: WI-FI
- Speed: 50Mbps download speed recommended
- External numeric keyboard (optional but recommended)

Students are provided with a free Microsoft Office 365 account during their studies.

Program information is current as of ©241002 but is subject to change. The most up-to-date information about Greystone College Canada programs and admissions is always available on our website: www.ilsc.com/greystone-college/canada. In case of any discrepancy between this document and our website, the website information will prevail.



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LEARN MORE ABOUT OUR SCHOOL
GREYSTONECOLLEGE.COM

Greystone College of Business and Technology (Toronto) Inc. (Greystone College Toronto); Greystone College of Business and Technology (Greystone College Vancouver); and Collège Greystone (Greystone College in Montréal / Collège Greystone in Montréal); are herein collectively referred to as "Greystone College".