



DIGITAL MARKETING (NWY.20)

24 MONTHS
1305 HOURS
Courses: 1020 hours
Internship (1): 285 hours



Skills

The skills have been adequately selected to reflect the demands and expectations of employers. Graduates will therefore be able to perform the tasks required in the workplace. In addition, the program follows a logical learning curve starting from basic theoretical notions while progressing towards practical applications, including an internship.

STUDY PROGRAM AND COURSES

- Digital Marketing and Career Opportunities – 45h
- Office Software – 60h
- Digital Content Integration – 60h
- Communication Plan for Social Media – 90h
- Leadership and Teamwork – 45h
- Copywriting and SEO – 60h
- Web analytics – 60h
- Social Media Listening Software – 90h
- Online Business Development – 60h
- Online Advertising Production Cost – 45h
- Search Engine Marketing (SEM) – 60h
- Online Public Relations Management – 90h
- Coordination of Audio and Video Production – 45h
- Online Community Management – 60h
- Customer Relationship Management (CRM) – 60h
- Automated Sales Funnel – 90h
- Digital Marketing Internship – 285h

AEC

Leading to an Attestation of College Studies (AEC), graduates will be able to perform tasks such as:

- Coordination & integration of multimedia content on various digital platforms
- Management of public relations on social media
- Business development and online marketing strategies

Following the achievement of the objectives set within the program framework and upon the completion of all courses, including the internship, the student will obtain an Attestation of Collegial Studies (AEC) recognized by the Quebec Ministry of Higher Education.

The Digital Marketing program will train you for:

- Internet communication and web community management;
- Improving company e-recognition as well as image & visibility on the internet
- Software for the distribution of multiplatform digital content.

Employment prospects:

- Consulting firms, advertising agencies, commercial companies, associations, government, social organizations, art galleries, cultural organizations, etc.