



# BETTER JOBS ONTARIO

PROGRAM RESEARCH  
DOCUMENT

**P115**  
Social Media Foundations –  
Content Creation



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## 1. PROGRAM LOCATION

### 1.1. Program location

George Brown College Centre for Arts, Design and Information Technology/  
School of Media & Performing Arts, St. James Campus, 230 Richmond Street  
East, Toronto, ON

### 1.2. [Map and TTC Information](#)

## 2. TRAINING PROGRAM

### 2.1. Program website

Here you will find the following information on the [P115 Program](#):

- Starting dates and duration of the program
- Program description
- Program standards and outcomes
- Program outline and required courses
- Careers and Post-Graduate Study Opportunities
- Tuition and Fees
- Admission Requirements
- Health Policy and allergy information
- Program contact information
- Link to download the program information pdf guide

### 2.2. Course outline

Detailed course outlines can be found at:

[georgebrown.ca/programs/course-outlines](http://georgebrown.ca/programs/course-outlines)

### 2.3. Is a cooperative placement part of the program? If so, how long is the placement?

No.

### 2.4. Describe any other hands-on experiences included in this program

The program contains many hands-on projects and collaborations.

### 2.5. Is the curriculum fixed, or is it possible to develop an individual plan?

The program curriculum is generally fixed.

### 2.6. How long has the school been offering this program?

Please contact the program coordinator.

### 3. EMPLOYMENT OUTLOOK

#### 3.1. National Occupational Classification (NOC) occupational group

- a) Professional occupations in advertising, marketing and public relations
- b) Graphic designers and illustrators

#### 3.2. NOC Code

- a) 11202
- b) 52120

#### 3.3. NOC TEER

- a) 1
- b) 2

\*Please note that the NOC Code(s) provided are suggested codes, final confirmation/determination will be made by the Ministry of Labour, Immigration, Training and Skills Development (MLITSD)

#### 3.4. What are the labour market conditions for this occupation?

Please check the [George Brown Career Coach website](#) for job/labour market information for this program/career. Career Coach offers current, local information about all jobs in the GTA, including an overview of each profession and a list of currently available positions in a given field. The data are not limited to industries supported by programs offered at George Brown College; however, where we do offer relevant programs, students are presented with options for consideration that lead them into our own program pages.

#### 3.5. Are other licenses or certifications required for this occupation?

No.

#### 3.6. Within the last 3 years, what percentage of students completed this program?

Please contact the program coordinator.

Email: [media@georgebrown.ca](mailto:media@georgebrown.ca)

#### 3.7. What percentage of students who completed this program are employed in jobs related to the program? Are the jobs full-time, part-time, or contract?

Please contact the program coordinator.

**3.8. Who hires graduates of this program? Who are the employers? (Provide examples)**

Social media people are able to move across multiple platforms and industries as they manage their own social media platforms and work with marketing and advertising companies and individuals.

Potential job titles include:

- Influencer
- Content Creator
- Social Media Advertising Consultant
- Social Marketing Consultant

**3.9. What is the program's/institutions reputation with employers in the industry/sector?**

In a word, excellent, among employers and the community at large. Many employers look specifically for a George Brown diploma. And practitioners already employed in the field are often expected to return to school to acquire the diploma.

With regard to the College in general, in a 2006 Environics poll on post-secondary institutions in Ontario, Greater Toronto Area residents (who themselves or whose family members are in college or are college-bound) name George Brown the province's "best college." Most respondents, when asked which college they would attend, make George Brown their top pick. (The next most popular college trails George Brown by almost 10 points).

**3.10. Can I contact current students or graduates of the program?**

The college cannot give out contact information for current students or graduates.

## 4. ADMISSION/ENTRANCE REQUIREMENTS

### 4.1. Admission/Entrance Requirements

Please see the **P115 program webpage** for more information on admission requirements for this program.

Please visit [George Brown College Admissions webpage](#) for more information on:

1. How to apply
2. Admission and Placement Assessments
3. Admissions Policies and FAQs
4. Entry Advising Services

## 5. COSTS

### 5.1. What is the tuition cost?

Semesters 1 & 2: \$4,409.00  
Total: \$4,409.00 (2025-26)

### 5.2. Must additional supplies be purchased through the training institution?

Yes. \$1,700.00: MacBook M3 or windows equivalent required.

### 5.3. What is the cost of books?

None.

### 5.4. Is there an application fee or registration fee?

Yes. Ontario College Application Service (OCAS): \$150.00  
International document assessment: \$60.00 plus \$10 (if necessary) for document return.  
George Brown College fee deferral: \$500.00