

DIGITAL MEDIA MARKETING PROGRAM (POSTGRADUATE) (B413)

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|------------------------------|--|--|----------------|
| PROGRAM NAME | Digital Media Marketing | TUITION | \$4,513.00 * † |
| COURSE CODE | B413 | ADDITIONAL COST | |
| SCHOOL | School of Marketing | * Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall 2018. Fees are subject to change for programs starting in Fall 2019 and at later dates. | |
| CENTRE | Business | † This program includes 1 Work Experience semester. The tuition fee for this program does NOT include the cost of the Work Experience semester. The Work Experience fee of \$450 covers the cost of the Work Experience Preparation course and Work Experience semester. | |
| LOCATION | St. James Campus | | |
| DURATION | 12 months (2 semesters in-class, 1 semester work experience) | | |
| EXPERIENTIAL LEARNING | Work Experience (Co-op or Internship) Required | | |
| STARTING MONTH | September, January, May | | |
| CREDENTIAL | Ontario College Graduate Certificate | | |
| YEAR OF STUDY | 2019-2020 | | |
| METHOD OF STUDY | FT | | |
| APPLY TO | Ontario Colleges ¹ | | |

In the **Digital Media Marketing** graduate certificate, students will develop the foundational knowledge and applied skills that employers value in digital marketing. Key areas covered in the program are: social media marketing, mobile marketing, search marketing, content marketing, owned media marketing, paid media marketing along with marketing analytics. In the final semester, students work on a capstone project.

The Digital Media Marketing program is offered in Toronto through a combination of in-class courses and hybrid courses (which combines online delivery with in-class instruction), with approximately 40% of teaching delivered online, thus students will require a laptop computer. Find out more about the minimum computing requirements².

This Centre for Business³ program is part of our School of Marketing⁴.

Watch our past recording of the online info session for the Analytics for Business Decision Making Program:

EXPERIENTIAL LEARNING

Work Experience (Co-op or Internship) Required

YOUR FIELD STUDY OPTIONS

WORK EXPERIENCE (CO-OP OR INTERNSHIP WORK TERM)

This program requires the successful completion of a one-semester work experience term to graduate. This work experience is either co-op (paid) or internship (unpaid). Either one will give you the practical experience employers value.

George Brown works with employers and industry partners to identify potential work experience opportunities. Students then apply for these opportunities and go through a competitive interview process. Students are also strongly encouraged to pursue self-directed industry work experience opportunities they believe will provide the learning experiences they value and meet the learning outcomes of the program. This valuable work experience can in turn be added to your resume.

In addition to on-the-job work experience George Brown College endeavours to provide field education opportunities with real world challenges and clients. Find out more about field education⁵ at the Centre for Business⁶.

WORK EXPERIENCE (CO-OP OR INTERNSHIP WORK TERM)

This program requires the successful completion of a one-semester work experience term to graduate. This work experience is either co-op (paid) or internship (unpaid). Either one will give you the practical experience employers value. *The work term occurs after the end of the second academic semester.*

George Brown works with employers and industry partners to identify potential work experience opportunities. Students then apply for these opportunities and go through a competitive interview process. Students are also strongly encouraged to pursue self-directed industry work experience opportunities they believe will provide the learning experiences they value and meet the learning outcomes of the program. This valuable work experience can in turn be added to your resume.

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PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Formulate a marketing plan that will meet the needs or goals of a business or organization.
2. Develop an integrated marketing communications plan for a product, concept, good and/or service based on an identified market need or target.
3. Formulate strategies for developing new and/or modified products, concepts, goods and services that respond to evolving market needs.
4. Develop strategies for the efficient and effective placement/ distribution of products, concepts, goods, and services that respond to evolving markets.
5. Evaluate the impact of using different marketing strategies for a product, concept, good and/or service, on the finances, Return on Investment (ROI) and business goals of an organization.
6. Evaluate the viability of a concept, product, good and/or service in a local, national or international markets.
7. Conduct market research to provide information needed to make marketing decisions.
8. Communicate marketing information persuasively and accurately in oral, written, graphic and interactive media formats.
9. Plan, prepare and deliver a sales presentation or pitch that addresses the needs of the client.
10. Develop strategies with clients, customers, and consumers and others to grow and maintain relationships.
11. Develop learning and development strategies and plans to enhance professional growth in the field.
12. Apply entrepreneurial strategies to identify and respond to new career opportunities that might include contract employment, and self-employment initiatives.
13. Participate in and contribute to a framework of organizational policies and practices, when conducting business of the organization.
14. Apply the principles of business ethics and corporate social responsibility to business decisions.
15. Employ the management techniques of planning, organizing, directing, and controlling of marketing functions and activities in response to the business needs of the organization.
16. Recommend strategies for using digital and online communication and media as part of a marketing communications plan

REQUIRED COURSES

In order to graduate from the **B413 program**, you need a total of **13** Mandatory courses and **1** Work Experience Semester.

SEMESTER 1

| Code | Course Name | Pre-requisite |
|-----------|-----------------------------------|---------------|
| MARK 1051 | Social Media Marketing | NONE |
| MARK 2037 | Database Marketing Strategies | NONE |
| BUS 4000 | Work Experience Prep Course | NONE |
| MARK 4005 | Applied Business Communication | NONE |
| MARK 4019 | Fundamentals of Marketing And IMC | NONE |
| MARK 4020 | Owned Media Marketing | NONE |
| MARK 4023 | Paid Media Marketing | NONE |

SEMESTER 2

| Code | Course Name | Pre-requisite |
|-----------|--|-------------------------------------|
| MARK 1024 | Marketing Seminar series | NONE |
| MARK 1044 | Search Marketing | MARK 4020 |
| MARK 4022 | Content Marketing | MARK 4020 and MARK 1051 |
| MARK 4024 | Introduction to OMNI Channel Marketing | MARK 4019 |
| MARK 1054 | Strategic Marketing Project | Successful Completion of Semester 1 |
| MARK 4021 | Analytics for Digital Marketing | NONE |

WORK EXPERIENCE TERM

| Code | Course Name | Pre-requisite |
|------------------------------|-----------------|---------------|
| COOP 4005 OR INTN 4005 | Work Experience | BUS 4000 |

YOUR CAREER

Graduates will be prepared for careers in a wide variety of sectors including digital promotional/advertising agencies, or digital or social media marketing roles in corporations, government and not-for-profit organizations.

Potential positions may include:

- Account Coordinator – SEO (Search Engine Optimization)
- Social Media Coordinator
- Marketing Coordinator
- Digital Analyst
- Digital Account Manager
- Mobile Marketing Specialist

FUTURE STUDY OPTIONS

For information on future study options, see georgebrown.ca/transferguide.



ADMISSION REQUIREMENTS

- College Advanced Diploma (3-year) or Bachelor's Degree or demonstrated, relevant work experience (resume and references required).

ENGLISH LANGUAGE PROFICIENCY

Applicants with international transcripts who do not provide English proficiency test results must test at the College level in the George Brown College English assessment to be considered for admission. In addition, applicants who are considered for admission to the program based solely on their work experience will be required to provide proof of English proficiency at the college level, and may be required to write the George Brown College English admission assessment.

Please visit georgebrown.ca/englishproficiency for more details.

COURSE EXEMPTIONS

Some college and university credits may qualify you for exemptions. Please visit georgebrown.ca/transferguide for more information.



Azka Ijaz (Graduate 2016, Digital Media Marketing), *Content Director at Dx3 Canada | IoT Events*

"Digital Media Marketing is a one-of-a-kind program and it caters to students either coming from a different background or already from the digital marketing field.

This program will give you an equal opportunity to learn, explore and grow in the digital world. The best part of this program is its work experience term, which gives you a platform to work with some great employers. Joining George Brown College proves to be my best decision."



Jennifer Nugent (Graduate 2015, Digital Media Marketing), *Creative Operations Manager at PwC*

"Digital Media Marketing is a one-of-a-kind program that is extremely relevant to the future of marketing. Coming straight from university, I knew I wanted to further

my education in a way that would give me practical experience. This program helped me land an amazing co-op experience that has contributed significantly to my learning. I highly recommend this program to anyone interested in learning from amazing professors who have the industry experience to take your education to the next level."



John Wallace (Graduate 2015, Digital Media Marketing), *Digital Marketing Manager, Toronto International Film Festival (TIFF)*

"The Digital Media Marketing program is one of the first of its kind and really helps to provide you with the skills you need to become an expert in the digital space. Led by faculty with years of industry experience, the program teaches you exactly what employers are looking for."



Anja Moore-Heighington (Graduate 2015, Digital Media Marketing), *Membership Officer, Canoo, Institute for Canadian Citizenship (ICC)*

"In university I wrote papers about social media and now I'm participating in creating social media campaigns." Read

more about Anja's story⁹.

CONTACT US

DOMESTIC STUDENTS ADMISSIONS

For inquiries about domestic admission requirements, admission deadlines, or the admissions process, please contact the Admissions Office at admissions@georgebrown.ca or visit the Admissions web page.

INTERNATIONAL STUDENT ADMISSIONS

For inquiries about international admission requirements, permits and visas, accommodations, or anything specific to international students, please contact the International Centre at International@georgebrown.ca or visit George Brown International.

Phone: (416) 415-5000 ext. 2115

FINANCIALS/FEES

For inquiries about OSAP, Bursaries, Scholarships and other financial inquiries, please contact the Financial Aid Office at FinAid@georgebrown.ca or visit the Financial Aid web page.

ENTRY ADVISING

For advice on the various program options and which program might be best suited for you, make an appointment to see an Entry Advisor. Please review these frequently asked questions or choose to book your appointment using the link provided.

1. **Book online:**
Complete and submit the Client Intake Form
2. **Book by phone:**
Entry Advisor: (416) 415-5000, Ext 2949 Toll Free:
1-800-265-2002 TTY: 1-877-515-5559

CENTRE FOR BUSINESS

For questions regarding programs at the Centre for Business or if you require more information, please do not hesitate to contact us. Our knowledgeable staff are available to assist you.

For general inquiries, please contact the Centre for Business:
Email: business@georgebrown.ca Phone: (416) 415-5000 ext. 2160

INFORMATION SESSIONS

For program specific information and to meet faculty, sign up to attend an information session

DIGITAL MEDIA MARKETING (B413)

For inquiries related to this program (for example, course-specific information) please contact the Program Co-ordinator:

Blair Smith, Program Co-ordinator
Email: Blair.Smith@georgebrown.ca
Elizabeth Speers, Academic Director, Centre for Business
Email: espeers@georgebrown.ca
Book a Meeting with the Chair:
centreforbusiness.as.me/marketingprospective

VISIT OUR CAMPUS

This program is offered out of our School of Marketing¹⁷ and classes take place at our St. James Campus¹⁸, mainly at 200 King St. E.¹⁹, and 290 Adelaide St. E.²⁰, Toronto, ON, Canada.

On-campus information sessions are held on a regular basis. Come and have your questions answered. Learn about the program content and career options, meet your friendly professors and staff, and experience what it is like to be in a George Brown College classroom. Sign up²¹ for an upcoming session.

Campus tours are offered on a regular basis. Sign up²² today!

LINKS REFERENCE

¹<https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=B413&lang=en>

²<http://www.georgebrown.ca/b413-digital-media-marketing-program-minimum-computing-requirements/>

³<http://www.georgebrown.ca/business/>

⁴<http://www.georgebrown.ca/business/marketing/>

⁵http://www.georgebrown.ca/business/learning_environment/

⁶<http://www.georgebrown.ca/business/>

⁷http://www.georgebrown.ca/business/learning_environment/

⁸<http://www.georgebrown.ca/business/>

⁹<http://www.georgebrown.ca/news/postgrad-marketing-student-came-to-george-brown-for-hands-on-experience.aspx>

¹⁰<http://www.georgebrown.ca/admissions/>

¹¹<http://www.georgebrown.ca/international/>

¹²<http://www.georgebrown.ca/financialaid/>

¹³http://www.georgebrown.ca/entry_advising_faq.aspx

¹⁴<http://www.georgebrown.ca/advising/contactform/>

¹⁵http://www.georgebrown.ca/info_sessions.aspx

¹⁶<https://centreforbusiness.as.me/marketingprospective>

¹⁷<http://www.georgebrown.ca/business/marketing/>

¹⁸<http://www.georgebrown.ca/campuses/st-james/>

¹⁹<https://www.google.com/maps/place/George+Brown+College/@43.650962,-79.3724126,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.650962!4d-79.3702239>

²⁰<https://www.google.com/maps/place/George+Brown+College/@43.6519459,-79.3722555,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc06!8m2!3d43.6519459!4d-79.3700668>

²¹http://www.georgebrown.ca/business_infosessions/

²²http://www.georgebrown.ca/campus_tours/

George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.