

## Digital Marketing Specialist (DMS)

The Digital Marketing Specialist diploma program at triOS is 45 weeks. It includes a 12-week internship. Digital media has changed the way companies market their brands. Learning how to leverage these technologies will help you become an indispensable member of a digital marketing team. There are many growing opportunities for digital marketing specialists in the corporate and small business worlds alike.

Throughout the program, you will participate in practical, real-world projects and assignments, including constructing brand identities, developing customer personas, assessing SEO needs, and creating your own search and display network campaigns using Google Ads.

### Program Benefits

- ✓ Google Ads Training
- ✓ Learn SEO & SEM Essentials

### Here's a look at some of the courses included in this program:

#### Microsoft Office Applications

Introduction to Databases (using Microsoft Access), Advanced Microsoft Excel

#### Advanced Online Strategies

Search Engine Optimization, Search Engine Marketing with Google Ads, Display Advertising and Mobile Marketing, Online Reputation Management, Search Engine Analytics

#### Digital Marketing Fundamentals

Introduction to Marketing, Digital Marketing Foundations, Content Strategy, Writing for Online Success

#### Online Marketing Strategies

Email Marketing, Social Media Platforms and Strategies, Online Community Management, Website Content Management, Fundamentals of Graphic Design



#### Optional Course to Complete the Business & Digital Marketing Specialist Diploma (+8 weeks)

Microsoft Word, Microsoft Excel, Microsoft Outlook, Microsoft PowerPoint, Business Communication

## Employment and Wage Outlook for Careers in this field:



Employment Rate based on 2021 contactable triOS Business Faculty graduates employed in a related field within 12 months.

Source: workingincanada.gc.ca

NOC Code: 1123/11202- \*\*Wage data rounded down to the nearest dollar. Average wage does not reflect the starting salary but represents the middle value between lowest to highest wages. Local (or regional) income may vary. Last updated in Jan 2024.

### Career Opportunities

Digital Media Marketing  
Social Media Promotion  
Web Content Creation  
Personal Branding  
Digital Marketing Specialist

### Employers Who Have Hired triOS Grads

**SMASHING PIXELS**



**44NORTH**  
DIGITAL MARKETING

### Other Employers Include:

- Mosaic Sales Solutions Canada
- Straticom Technologies
- WSI World

**“triOS College's Digital Marketing Specialist Diploma program was an excellent educational experience for me. I've always been interested in marketing and business, and thanks to this program's well-structured format and intriguing content, I've gained a more profound knowledge of both. The instructor was highly knowledgeable and provided up-to-date information on industry trends while keeping our course engaging. As a result of this program, I have gained the necessary knowledge and skills to pursue an exciting career as a Digital Marketing Specialist and show my kids that with hard work and dedication anything is possible.”**

-Susanne V.,

triOS College Digital Marketing Specialist Graduate

# Digital Marketing Specialist

NOC Code: 1123/11202

Diploma Program Length:

**45 Weeks**

Student Success Strategies  
Microsoft Excel  
Career Planning & Preparation – Level 1

**4 Weeks**

Introduction to Databases (Using Microsoft Access)  
Advanced Microsoft Excel

**4 Weeks**

Introduction to Marketing  
Digital Marketing Foundations  
Content Strategy  
Writing for Online Success

**6 Weeks**

Email Marketing  
Social Media Platforms and Strategies  
Online Community Management  
Website Content Management  
Fundamentals of Graphic Design

**10 Weeks**

Search Engine Optimization  
Search Engine Marketing with AdWords  
Display Advertising and Mobile Marketing  
Online Reputation Management  
Search Engine Analytics

**8 Weeks**

Career Planning & Preparation – Level 2

**1 Week**

Digital Marketing Specialist Internship

**12 Weeks**

Keyboarding – continuous learning throughout the program

## Program Highlights Include:

- Registered and approved diploma
- Career services
- Job search assistance
- Alumni program benefits

## Admission Requirements:

1. Student has an Ontario Secondary School Diploma or equivalent, OR  
Is 18 years of age or older on or before the program begins AND can pass a qualifying test that has been approved by the Superintendent.\*
2. The approved qualifying test for this program is the Wonderlic test. A passing score for this program is 18.
3. The College admissions test for this program is the triOS College Business, Legal & Healthcare Entrance Exam. A passing score for this program is 60%.
4. If the candidate can show proof of completion of Word, PowerPoint, Outlook version 2016 or later, the student is exempt from having to write the MS Applications Test.

\*Applicants from other Canadian provinces must be at least 19 years of age and a minimum of 1 year out of high school by the program start date and successfully pass an academic achievement test.

International Students: Please contact us for more detail regarding admissions requirements.

## Accreditation Policy:

Like all post-secondary institutions in Ontario, triOS College reserves the right to accept or deny advanced standing into its programs.

## Note:

In order to continuously improve our programs, triOS College reserves the right to modify programs at any time. Program delivery order may vary depending on the program start date. This diploma program may not be available at all campuses. The program may have additional reading weeks, depending upon the start date.

You can find our Key Performance Indicators (graduation rate, employment rate, etc.) at [www.triOS.com/kpi](http://www.triOS.com/kpi).

These are statistics from 2018.

