

Diploma Program Length: 45 Weeks NOC Code: 1123

Preparatory Studies	4 Weeks
Student Success Strategies	
Microsoft Excel	
Career Planning & Preparation - Level 1	
Microsoft Office Applications	4 Weeks
Introduction to Databases (Using Microsoft Access)	
Advanced Microsoft Excel	
Digital Marketing Fundamentals	6 Weeks
Introduction to Marketing	
Digital Marketing Foundations	
Content Strategy	
Writing for Online Success	
Online Marketing Strategies	10 Weeks
Email Marketing	
Social Media Platforms and Strategies	
Online Community Management	
Website Content Management	
Fundamentals of Graphic Design	
Advanced Online Strategies	8 Weeks
Search Engine Optimization	
Search Engine Marketing with AdWords	
Display Advertising and Mobile Marketing	
Online Reputation Management	
Search Engine Analytics	
Career Planning & Preparation - Level 2	1 Week
Digital Marketing Specialist Internship	12 Weeks
Keyboarding - Continuous Learning Throughout Program	

Program HIGHLIGHTS Include:

Registered and Approved Diploma

- Career Services
- Job Search Assistance
- Alumni Program Benefits

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 program start date. This diploma program may not be available at all campuses. The program may have additional reading weeks, depending upon start date.

ADMISSION REQUIREMENTS: High School Graduation Diploma or Mature Student Status (18 years of age and academic achievement test passed). In addition, an entrance examination must be successfully passed.

You can find our key performance indicators (graduation rate, employment rate, etc.) at www.triOS.com/kpi. These are older statistics from 2013. triOS College is registered and approved as a Private Career College under the Private Career Colleges Act, 2005.