

## Diploma Program Length: 45 Weeks

**NOC Code: 1123**

<p><b>Preparatory Studies</b> Student Success Strategies Microsoft Excel Career Planning &amp; Preparation – Level 1</p>	<b>4 Weeks</b>
<p><b>Microsoft Office Applications</b> Introduction to Databases (Using Microsoft Access) Advanced Microsoft Excel</p>	<b>4 Weeks</b>
<p><b>Digital Marketing Fundamentals</b> Introduction to Marketing Digital Marketing Foundations Content Strategy Writing for Online Success</p>	<b>6 Weeks</b>
<p><b>Online Marketing Strategies</b> Email Marketing Social Media Platforms and Strategies Online Community Management Website Content Management Fundamentals of Graphic Design</p>	<b>10 Weeks</b>
<p><b>Advanced Online Strategies</b> Search Engine Optimization Search Engine Marketing with AdWords Display Advertising and Mobile Marketing Online Reputation Management Search Engine Analytics</p>	<b>8 Weeks</b>
<p><b>Career Planning &amp; Preparation – Level 2</b></p>	<b>1 Week</b>
<p><b>Digital Marketing Specialist Internship</b></p>	<b>12 Weeks</b>
<p><b>Keyboarding</b> – continuous learning throughout program</p>	
<p><b>Program highlights include:</b> Registered and approved diploma Career services Job search assistance Alumni program benefits</p>	

Additional notes and admission requirements can be found on page 2.

**Admission requirements:** Canadian High School Graduation Diploma or Mature Student Status (Mature students from Ontario must be at least 18 years of age by the program start date and successfully pass an academic achievement test. Mature students 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). Please contact us for more detail regarding admissions requirements for international students.

**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 program start date. This diploma program may not be available at all campuses. The program may have additional reading weeks, depending upon 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 older statistics from 2013.

triOS College is registered and approved as a Private Career College under the Private Career Colleges Act, 2005.