

Digital Marketing Online

This full-time program is 20 hours per week. Students are expected to engage in 2 courses a week for a minimum of 10 hours per course.



Diploma Program Length: 33 Weeks

NOC Code: 1123

Preparatory Studies	3 Weeks
Student Success Strategies Digital Literacy for Professionals Career Planning & Preparation – Level 1	
Microsoft Office Applications	6 Weeks
Microsoft Word Microsoft Excel Microsoft Outlook Microsoft PowerPoint Advanced Microsoft Excel	
Digital Marketing Fundamentals	6 Weeks
Introduction to Marketing Digital Marketing Foundations Content Strategy Writing for Online Success	
Online Marketing Strategies	9 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
Keyboarding – continuous learning throughout program	

Program highlights include:

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

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. These are older statistics from 2013.

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

Course Descriptions

Student Success Strategies

This course stresses the importance of developing non-technical skills to enhance personal, academic and career success. The course will address strategies that are important for all adult learners, such as managing finances, maintaining health and wellness, understanding learning styles, setting goals, and honing practical study skills, such as memory, reading, and test-taking techniques. In addition, this course is designed specifically for the online learner. Therefore, the course emphasizes strategies needed to succeed in an online program, such as navigating technology efficiently, interacting and engaging with peers and facilitators, and managing learning time and space.

Digital Literacy for Professionals

This course introduces students to the fundamental concepts and principles of learning and working in a digital environment. This course will cover the following elements: using devices and handling information, creating, and editing information, communicating, and collaborating, and being safe and responsible online.

Career Planning & Preparation - Level 1

Career Planning and Preparation Level 1 introduces tools for a successful job search. The course will help students maintain a career-focused approach throughout their academic program. Students will learn basic career preparation skills, such as how to research opportunities, network for industry contacts and use appropriate etiquette when communicating with prospective employers. Students will identify their personal skills, values, and preferences for the workplace, begin preparation of a professional resume and cover letter, and organize proof documents for their career portfolio. Asynchronous class discussion on the discussion board on various career-planning topics will round out this module. This course is a pre-requisite for Career Planning and Preparation Level 2.

Microsoft Word

This course is a combination of virtual training, projects, and exams in Microsoft Word. Skills covered include formatting text for layout and appearance, formatting document parts, using styles, working with header/footer content, inserting and formatting tables, graphics, and pictures, and working with templates and themes.

Microsoft Excel

This course is a combination of virtual training, projects, and exams in Microsoft Excel. Skills covered include working with workbooks and worksheets, inputting data, formatting cells, using functions and formulas, and creating and editing charts, tables, graphics, and templates.

Microsoft PowerPoint

This course is a combination of virtual training, projects, and exams in Microsoft PowerPoint. Skills covered include the creation of attractive, professional-looking presentations, using and formatting animations, transitions, pictures, audio, video, charts, tables, and incorporating speaker notes and annotations into presentations.

Microsoft Outlook

This course is a combination of virtual training, assessments, and exams related to Microsoft Outlook. Skills covered include how to organize and manage communications, contacts, schedules, and tasks. Email and meetings are a major part of the professional world, learning how to compose, send, receive, store, and delete email messages, meetings, and appointments is crucial and covered in this module.

Advanced Microsoft Excel Skills

In this course, students learn more complex Microsoft Excel skills including functions, data manipulation, templates, advanced formulas and functions, and analysis tools.

Introduction to Marketing

In this course students will learn and understand the importance, impact and role of marketing and marketing activities, and the internal and external factors that will impact a marketing plan. Students will learn how to effectively plan marketing activities strategically, based on conducting marketing research. Students will learn how to identify target customers and their needs.

Digital Marketing Foundations

This course will give students a solid foundation in the strategic, tactical, and creative essentials of Digital Marketing. Students will be introduced to many core concepts related to marketing communications, learn the fundamentals of digital marketing and how it's different from traditional marketing, as well as introductions to budgeting and its considerations. Students will have the opportunity to create a brand style guide, and an analytics dashboard.

Content Strategy

Content is at the core of all marketing activity. In this course, students learn how to plan content marketing strategies, develop content that works well for the target audience, and measure its impact.

Writing for Online Success

In this course, students will understand how the digital world is affected by writing. Additionally, they will understand how to structure their writing so that online readers will remain engaged until the end of the article. Students will also learn the difference between copywriting and content writing.

Email Marketing

Email is an effective marketing channel, especially at the conversion and retention stage of the customer journey. In this course, students learn how to create an email marketing strategy, create, and execute email campaigns, and measure the results.

Social Media Platforms and Strategies

Social media technologies continue to transform interactions between businesses and their customers, providing an opportunity for consumers to voice their opinions and influence brand perception. In this course, students will learn how to use social platforms such as Facebook, Instagram, Twitter, and Snapchat to identify influencers, deliver targeted content, and understand the basic concepts of measuring success.

Online Community Management

This course allows students to understand the importance of cultivating, nurturing, and engaging with their audience as part of a larger content strategy, but more importantly, from a practice of real time engagement. Community managers are community advocates, brand evangelists, have savvy communications skills and shape editorial, and gather community input for future products and services.

Website Content Management

In this course, students will gain an understanding of the changing nature of website design and viewing (on large screens, smartphones, and everything in between). Students will discuss the ways in which digital marketing professionals are adapting to the changing nature of web design and how to manage a complex interactive media project. Learners will become familiar with the required steps in building a functional website incorporating graphics, video, and other marketing tools. Examining aspects of website and data security, students will become familiar with eCommerce, content marketing, blog and social media posts, plug-ins, video channels, podcasts, and playlists as marketing tools.

Fundamentals of Graphic Design

Students will develop foundational skills through exposure to the fundamental principles of graphic design: image making, typography, composition, and working with colour and shape. This course will cover the relationship between graphic design and marketing and how visual media can affect the online consumer. This course will introduce students to the practical skills needed to design and evaluate marketing materials such as logos, images, and branded content.

Search Engine Optimization

Search engines are an essential part of the online experience. Students will learn how to optimize search engine presence, to ensure their content reaches their target audience, and to monitor the success of keyword selections. Students will analyze traffic, ranking, and conversions, creating a maintenance checklist. SEO strategies across multiple platforms will be discussed and practiced, as learners develop methods to optimize online traffic.

Search Engine Marketing with AdWords

In this course, students will learn how to use Google AdWords, including the Search and Display platforms. Google AdWords is a Pay-Per-Click (PPC) platform created by Google to ensure a company is visible on Search Engines and affiliate websites. Additionally, students will be exposed to PPC techniques that will help maximize marketing spending.

Display Advertising and Mobile Marketing

Display advertising is a powerful marketing tool, strengthened by new platforms like mobile, new video opportunities, and enhanced targeting. In this course, students learn how display advertising works, how it is bought and sold (including in a programmatic environment), and how to set up a display advertising campaign using Google Ads.

Online Reputation Management

In this course, students will learn how to build a robust and sustainable online reputation. This course will cover how an online reputation can be created, monitored, improved, and measured as well as how to deal with crises. Students will learn a brief history of social media and difficult lessons that were learned as the technology grew and evolved. Social media will be a key element of this course. Students will be exposed to real-life case studies and discuss how reputations were irreparably damaged, salvaged, and/or resurrected. The importance of a well-trained media relations manager will be emphasized.

Search Engine Analytics

Because online activity can be tracked, the overall effect of a company's digital marketing efforts can also be tracked. In this course, students will learn how to use Google Analytics, an essential measurement tool that allows businesses to collect intelligent data and analytics to evaluate their audience, measure the success of acquisition and engagement efforts, evaluate user conversions related to organizational goals, and utilize the information in planning and budgeting.

Career Planning & Preparation - Level 2

This course builds on the concepts and skills introduced in Career Planning and Preparation - Level 1. Topics covered include how to conduct an effective job search and identify various methods of applying for work. Important career tools are the focus with the creation of a personal list of "Top Employers" and current industry opportunities, as well as finalizing a professional resume, career portfolio, and career correspondence. Interview skills explored and practiced are the identification of different types and forms of interviews, responding to typical questions, evaluating job offers, and negotiating terms of employment. Self-management topics are reviewed with a focus on strategies for long-term professional success.