

BUILD PRACTICAL SKILLS FOR TODAY'S DIGITAL MARKETING INDUSTRY.

Digital Marketing Management Diploma

Develop skills in digital marketing, advertising, social media, web design, sales and business communications.

CREDENTIAL

Diploma

DURATION

50 Weeks

DELIVERY

Classroom-Based

STUDY REGION

British Columbia

PROGRAM OVERVIEW

Prepare for a career in digital marketing and advertising.

This 50-week diploma combines foundational business education with practical training in digital marketing, advertising, social media, sales, strategic web design, marketing management and professional communications. It also includes a capstone project and workplace experience.

Program structure

1,000

total program hours

160

work experience hours

*Includes 840 hours of instructor-led classroom training and 160 hours of professional work experience.

Career-ready curriculum

- Strategies for College Success
- Introduction to Financial Accounting
- Business Mathematics
- Computer, Word, Spreadsheet & Presentation Applications
- Business Communications
- Management & Business Law
- Microeconomics & Macroeconomics
- Introduction to Marketing
- Digital Marketing
- Strategic Web Design
- Sales & Successful Advertising
- Social Media Marketing Strategies
- Business Ethics & Capstone Project
- Career Strategies & Work Experience

Career opportunities

- Advertising Manager
- Marketing Manager
- Media Relations Director
- Promotions Manager
- Digital Marketing Specialist
- Marketing Coordinator
- Social Media Coordinator
- Sales & Marketing Support

Where graduates work

Digital-marketing agencies, advertising agencies, marketing and communications firms, government departments, e-business environments, public-relations teams and sales or business-development departments.

Admission requirements

Applicants must meet the academic, age and English requirements.

- Grade 12 graduation or equivalent, or 19 years of age or older. Acceptable evidence of English-language proficiency is also required. Students must maintain at least 65% attendance and a minimum C grade average for work experience and graduation.

What you will gain

- Digital marketing and advertising
- Social-media marketing strategy
- Strategic web design
- Sales and customer acquisition
- Business communications and presentations
- Marketing management
- Capstone and workplace experience

Study support

Available to residents of British Columbia. Local Surrey support and financial-assistance guidance are available.

Scholarship & loan information

Financial support options may be available for qualified applicants, including scholarships, student loans, grants, bursaries and flexible repayment assistance.

Guidance from application to approval

Financial coordinators can assist with document preparation, application procedures and evaluation of scholarship criteria.

START YOUR JOURNEY

**Ready to move
your career forward?**

ALPHA COMMUNITY OUTREACH – SURREY OFFICE

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*Program information is subject to change. Contact Alpha Community Outreach for current details.