

Digital Marketing Professional

Program Outline

Program Modules

- Microsoft Office Outlook, Word, Excel
- Business Communications
- Project Management
- Leadership & Public Speaking
- Entrepreneurship & Freelance
- Bookkeeping for Small Business
- Social Media
- Public Relations
- Search Engine Optimization (SEO)
- Google Ads
- Facebook & Instagram Ads
- Google Analytics
- Email Marketing
- Video Marketing
- Google My Business
- Building Websites with Shopify, Wordpress, and Squarespace
- Youtube for Your Business
- Landing Pages
- Professional Reporting for Marketing Results
- Podcasts for Business
- Working with Influencers

Practicum Placement

Certifications

- Facebook Certificate
- Google Certificate
- Hootsuite Certificate

Practicum Placement

Students attend a 2-week practicum component near the end of their program. During this time, students take the role of employee and work diligently to maximize the learning opportunity and create a positive experience for themselves, the college and the practicum host.



Learning Objectives

Upon completion of this program, students will become more confident and equipped in understanding the value of digital marketing, and will be able to effectively and immediately implement learned concepts in social media, digital ads, public relations, content marketing, and front-end web design.

Program Duration

20 weeks total:

- Includes a 2-week practicum placement