Diploma in Digital Marketing
Program Outline

Introduction

This program is designed for students considering the world of Digital Marketing as a career.

Students will explore digital marketing, digital communications, branding, web design, digital strategies, social media management and digital marketing automation. Students will study and collaborate with future colleagues and network with experienced instructors. Concepts of marketing, whether with a small business, in entry-level management, in the not-for-profit sector, or within corporations, will be nurtured and challenged. Students will examine real case studies to develop real digital marketing skills.

The student in the Applied Diploma in Digital Marketing program is intended to be primarily international; the program will be delivered with communication skills development and mastery in mind. The course materials will be presented in such a way as to mitigate difficulties encountered not only in the content but also in the challenges associated with language development and skills building.

Each course will include elements designed to improve communication skills in a business context allowing students to better absorb course materials and understand difficult and/or unfamiliar concepts and practice.

Students will be given the broad range of marketing basics and the introductory business awareness needed to thrive in any career. Students will have a chance to develop their critical thinking, creative problem solving, communication, organization and leadership. Emphasis will be given to the communication skills required to succeed in the Canadian and International work environment, as well as learning to manage and lead in the increasingly multi-cultural and technology-driven marketplace.

The program assumes a forward-looking direction keeping in alignment with the fact that business in the early decades in the century is increasingly migrating to digital platforms in all disciplines. This migration has changed and continues to change the pace, tactics, communications and strategies of our society and the way wealth is created and managed.

Program Outcomes

Students will be exposed to the broad range of digital marketing basics and the management fundamentals needed to thrive in many careers. The courses will foster the development of critical thinking, creative problem solving, communication, organization and leadership. Emphasis will be given to the communication skills required to succeed in the Canadian and International work environment.

Graduates of the Applied Diploma in Digital Marketing program are prepared to enter the world of digital marketing in a variety of fields from entry to intermediate-level positions, including (but not limited to) digital marketing analyst, marketing development coordinator, global digital marketing assistant, international marketing specialist, international sales coordinator, digital market researcher, marketing coordinator, branding assistant, digital sales coordinator.

Entry Requirements

Age: Minimum age is 18

Education: High school graduation

English level: International students must demonstrate level 5 English with Tamwood Careers' online test and interview. The online test and interview are exempt if CEFR B2, IELTS 5.0, TOEFL ibT 46-59, Cambridge FCE (C) or Tamwood Language Centre's level 5 is presented.

Learning Objectives

Upon Completion of this program, the successful student will have reliably demonstrated the ability to:

1. Apply Critical Thinking and Decision Making
   a. Use analytical and reflective techniques to identify and analyze problems, develop alternatives and make decisions in typical digital marketing situations
   b. Develop and define value proposition, positioning statement and unique selling proposition and know the difference between them

  c. Develop a marketing funnel

2. Communication

  a. Identify key stakeholders, assess and determine target segments, the audience(s) and persona(s), and develop a customer journey

  b. Write effective online business and marketing documents

  c. Deliver effective digital marketing presentations (e.g. website, campaigns, surveys, reports, landing pages) using appropriate technology

3. Behaviour and Responsibility

  a. Identify and analyze global marketing trends involving suppliers and clients both external and internal to the organizations

  b. Develop various alternatives and make effective decisions relating to digital strategies as relates to organizational objectives

  c. Apply awareness of sustainability, diversity and inclusivity to digital strategies and campaigns

4. Core Business Knowledge

  a. Demonstrate competency in the underlying theory and tools taught in the curriculum:

    ● Introduction to Marketing
    ● Digital Marketing Fundamentals
    ● Marketing Channels - Paid Channels
    ● Marketing Channels - Content is King
    ● Strategic Web Design
    ● Marketing Technology and Automation
    ● International Business Communication

5. International Perspective

  a. Recognize and analyze relevant global factors in digital marketing

  b. Develop alternative approaches and decisions in international business

6. Global Market Landscape

  a. Recognize changes occurring in the digital businesses and global landscape in order to best adapt and lead in the following decades

  b. Conduct business and competitive analyses

Methods of Evaluation

Students will be evaluated in-class, based on the methods listed in the course outlines (quizzes, assignments, group projects, lab work, etc)

Completion Requirements

Students must achieve an average of 70% on the final course grades for the seven (7) program courses and during the Co-op experience. Students must also meet Tamwood College's course attendance requirements.

Program Duration

48 weeks total (24weeks classes + 24 weeks Co-op)

The program will be 24-weeks to be followed by a24-week co-op work term. The cooperative education component will be 480 hours.

Delivery Methods

The program will be delivered through a combination of in-class traditional, non-traditional and digital means.

Required and Supplementary Course Materials

Course	Material	Book
Introduction to Marketing	Primary Material	Value Proposition Design: How to Create Products and Services Customers Want; Alexander Osterwalder & Yves Pigneur; ISBN-13: 978-1118968055
	Supplementary Material	Positioning: The Battle for Your Mind; Al Ries and Jack Trout; ISBN-13: 978-0071373586.
Digital Marketing Fundamentals	**Primary Material**	**Digital Marketing Fundamentals, Mujo Learning System Inc. 2018; Shawn Moore and Adam Wilkins; ISBN-13: 978-1523939572**
	Supplementary Material	**Permission Marketing: Turning Strangers into Friends and Friends into Customers by Seth Godin; ISBN-13: 978-0684856360**
Marketing Channels - Paid Channels	Primary Material	Ogilvy on Advertising; David Ogilvy; ISBN-13: 9780394729039
	Supplementary Material	Social Media Marketing for Business 2019: Facebook, Instagram, YouTube, Twitter, Snapchat Secret Strategies to build up Your Personal Brand, become an Influencer in your niche & Monetize your Audience; Steven Sparrow; ISBN-13: 978-1793373601
Marketing Channels - Content is King	**Supplementary Material**	**Talk Triggers: The Complete Guide to Creating Customers with Word of Mouth; Jay Baer and Daniel Lemin; ISBN-13: 978-0525537274**
	Primary Material	**The Copywriter's Handbook: A Step-by-Step Guide to Writing Copy That Sells; Robert W. Bly; ISBN-13: 978-0805078046**
Strategic Web Design	Primary Material	Strategic Web Design, Mujo Learning System Inc. 2018; Shawn Moore and Adam Wilkins; ISBN-13: 978-1530948543
	Supplementary Material	Don't Make Me Think: A Common Sense Approach to Web Usability; Steve Krug; ISBN-13: 978-0321965516
Marketing Technology and Automation	**Primary Material**	**Marketing Automation Foundation: Eliminating Unproductive Marketing; Steve Thomas; ISBN-13: 978-1521309247**
	Supplementary Material	**The Sales Funnel Book: How To Multiply Your Business With Marketing Automation; Nathan Williams; ISBN-13: 978-1540488091**

Program Organization

Courses	
1 Introduction to Marketing	**80 hours**

2 Digital Marketing Fundamentals	**80 hours**
3 Marketing Channels - Paid Channels	**80 hours**
4 Marketing Channels - Content is King	**80 hours**
5 Strategic Web Design	**80 hours**
6 Marketing Technology and Automation	**80 hours**
Work Experience (Co-op)	
Cooperative Work Experience	**480hours**