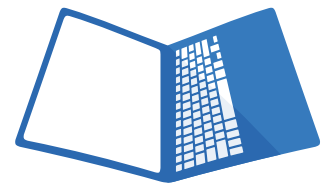




Social Media Marketing Certificate



Canadian College

This one year program is design for that marketing person who already has the experience in marketing campaign development, this course will compliment his/her existing marketing skills and bring about new tools to use in a marketing campaign that will generate response and statistical analysis to your campaign.

Program Objectives

While studying at Canadian College students will gain:

1. Social Media Marketing skills in a variety of areas
 - Web
 - Marketing
 - Advertising
 - Public Relations
2. A functional working understanding of:
 - Photoshop
 - Marketing, E-Commerce
 - Analytics
3. Over 1000 hours of Hospitality related experience

Course List

CC141 - Marketing 1
CC125 - E-Commerce 1
CC110 - Photoshop 1
CC111 - Photoshop 2
CC112 - Introduction to Social Media
CC113 - Social Media Campaign 1
CC116 - Measuring Social Media
CC114 - Social Media Campaign 2:
IMC and Mobile

Note: Each Semester is 12 weeks long and there is a 1 week holiday after each semester.

Entrance Requirements

- High School Diploma, High School Completion Certificate, or equivalent.
- iBT 70, or IELTS 5.5 or 78 on the Canadian College exam.

