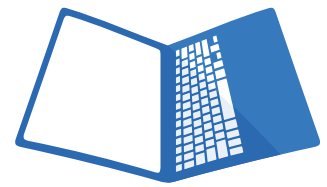




# Social Media Marketing Diploma & Co-op



Canadian College

Over the last couple years Social Media has become a huge part of our daily lives; tweeting, instagramming, posting, facebooking, blogging... Companies now need a Social Media Marketer to manage their brand online. Students who take the Social Media Marketing Diploma Co-op at the Canadian College will have the skills necessary to get a job in this exciting industry.

## 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, Business Computing
  - Marketing, E-Commerce, Management
  - Analytics
  - Business Law
3. Over 1000 hours of Hospitality related experience

## Course List

CC141 - Marketing 1  
CC125 - E-Commerce 1  
CC126 - E-Commerce 2  
CC110 - Photoshop 1  
CC111 - Photoshop 2  
CC112 - Introduction to Social Media  
CC150 - Business Computer 1  
CC151 - Business Computer 2  
CC501 - Business Law  
CC405 - PM Fundamentals  
CC130 - Operations Management 1  
CC113 - Social Media Campaign 1  
CC116 - Measuring Social Media  
CC114 - Social Media Campaign 2:  
IMC and Mobile  
CC115 - Social Media Campaign 3:  
Senior Project  
CC280 - Career Prep  
CC285a - Co-op

## Program Sequence

Semester 1 & 2 - Study  
Semester 3 & 4 - Co-op  
Semester 5 - Study  
Semester 6 & 7 - Co-op  
Semester 8 - Study

## Entrance Requirements

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



## Short Course Available

Social Media Marketing Certificate (4 semesters)