

Digital Marketing (DM)

The Digital Marketing diploma program at triOS is 37 weeks. It includes an 8-week internship. Digital marketing has revolutionized the way businesses promote their brands, making it essential for companies to adapt to these evolving technologies. By mastering digital marketing skills, you can become a crucial asset to any marketing team. The demand for digital marketing specialists is rapidly increasing in both corporate and small business sectors.

In this program, you'll engage in projects and assignments that reflect real-world scenarios. You'll build brand identities, create customer personas, evaluate SEO requirements, and design search and display network campaigns using Google Ads.

Program Benefits

- ✓ Google Ads Training
- ✓ Learn SEO & SEM Essentials

Here's a look at some of the courses included in this program:

Core Skills & Professional Development

Student Success Strategies, Digital Literacy for Professionals, Career Planning & Preparation

Digital Marketing Fundamentals

Digital Marketing Foundations, Content Strategy, Fundamentals of Graphic Design, Web Development and Design Foundations

Online Marketing Strategies

Online Reputation Management, Email Marketing, Advanced Graphic Design and Portfolios, Social Media Platforms and Strategies

Advanced Online Strategies

Search Engine Optimization, Google Analytics, Webmaster Tools, Search Engine Marketing, PPC and Re-Targeting



Employment and Wage Outlook for Careers in this field:



Employment Rate based on 2022 contactable triOS Business Faculty graduates employed in a related field within 12 months.

Source: workingincanada.gc.ca

NOC Code: 1123/11202- **Wage data rounded down to the nearest dollar. Average wage does not reflect the starting salary but represents the middle value between lowest to highest wages. Local (or regional) income may vary. Last updated in Jan 2024.

Career Opportunities

Digital Media Marketing
Social Media Promotion
Web Content Creation
Personal Branding
Digital Marketing Specialist

Employers Who Have Hired triOS Grads

SMASHING PIXELS



44NORTH
DIGITAL MARKETING

Other Employers Include:

- Mosaic Sales Solutions Canada
- Straticom Technologies
- WSI World

Digital Marketing + Internship

NOC Code: 1123/11202

Diploma Program Length:

37 Weeks

Student Success Strategies Digital Literacy for Professionals Career Planning & Preparation - Level 1	4 Weeks	Search Engine Optimization Google Analytics and Webmaster Tools	4 Weeks
Digital Marketing Foundations 1 Digital Marketing Foundations 2	4 Weeks	Search Engine Marketing, PPC and Re-Targeting	4 Weeks
Content Strategy Fundamentals of Graphic Design Web Development and Design Foundations	4 Weeks	Career Planning & Preparation - Level 2	1 Week
Online Reputation Management Email Marketing Advanced Graphic Design and Portfolios	4 Weeks	Digital Marketing Internship	8 Weeks
Social Media Platforms and Strategies	4 Weeks	Keyboarding – continuous learning throughout the program	

Program Highlights Include:

- Registered and approved diploma
- Career services
- Job search assistance
- Alumni program benefits

Admission Requirements:

1. Student has an Ontario Secondary School Diploma or equivalent, OR
Is 18 years of age or older on or before the program begins AND can pass a qualifying test that has been approved by the Superintendent.
2. The approved qualifying test for this program is the Wonderlic test. A passing score for this program is 18.

*Applicants from other Canadian provinces must be at least 19 years of age and a minimum of 1 year out of high school by the program start date and successfully pass an academic achievement test.

International Students: Please contact us for more detail regarding admissions requirements.

Accreditation Policy:

Like all post-secondary institutions in Ontario, triOS College reserves the right to accept or deny advanced standing into its programs.

Note:

In order to continuously improve our programs, triOS College reserves the right to modify programs at any time. Program delivery order may vary depending on the program start date. This diploma program may not be available at all campuses. The program may have additional reading weeks, depending on the start date.

You can find our Key Performance Indicators (graduation rate, employment rate, etc.) at www.triOS.com/kpi.

These are statistics from 2018.

