Business and Digital Marketing Specialist

Eastern College

PROGRAM OBJECTIVES

Business and Digital Marketing Specialists work on developing the strategies used in marketing a company's product(s) or managing an organization's image and online, using various techniques and tools such as social media. The Business and Digital Marketing Specialist program provides students with foundational business courses including those in Microsoft Office and bookkeeping, along with the core essential skills and knowledge in the major areas of the field, including email marketing, search engine optimization, search engine analytics and social media platforms and strategies.

CAREER OPPORTUNITIES

Upon completion of this program, which include a three-month field placement, graduates will be eligible for employment in a wide cross-section of businesses and organizations which have an online presence. These include retail companies, manufacturing companies, logistics companies, engineering consultancies, organizations in healthcare, and management consultancies.

PREREQUISITES

1. Student has Grade 12 or equivalent or meets criteria for Mature Student Status.
2. Mature students must be 19 years of age, pass a qualifying test, and provide a Letter of Intent OR resume that supports their skills and aptitudes to be successful in the program.
3. The approved qualifying test for this program is the Wonderlic test. A passing score for this program is 18.

GRADUATION REQUIREMENTS

A student must obtain an overall grade, in each module of at least 70% in order to graduate and receive a diploma. A student must complete all requirements of Student Success Strategies, any certificate training, as well as the field placement requirements.

PROGRAM OVERVIEW

Course	Hours
Student Success Strategies	20
Career Planning and Preparation - Level I	20
Digital Literacy for Professionals	40
Software Lab - Word Processing	40
Software Lab - Spreadsheets	40
Software Lab - Presentations	40
Software Lab - Database Management	40
Business English	40
Business Math	40
Bookkeeping Level I and II	80
Software Lab - Outlook	20
Software Lab - Advanced Excel	60
Introduction to Marketing	40
Digital Marketing Foundations	40
Content Strategy	20
Writing for Online Success	20
Email Marketing	20
Social Media Platforms and Strategies	80
Online Community Management	20
Website Content Management	40
Fundamentals of Graphic Design	40
Search Engine Optimization	40
Search Engine Marketing with AdWords	40
Display Advertising and Mobile Marketing	20
Online Reputation Management	20
Search Engine Analytics	40
Career Planning and Preparation - Level II	20
Business and Digital Marketing Specialist Field Placement	12 Weeks

TOTAL WEEKS	**61**

**Work terms/internships are scheduled for a minimum of 30 hours per week, but the total number of hours worked and the timing of hours scheduled are at the discretion of the employer/host to a maximum of 40 hours per week.

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COURSE DESCRIPTIONS

Student Success Strategies

In this orientation module, you will focus on achieving success from day one. You will develop non-technical skills to enhance your personal, academic, and career success. You will explore learning styles, including visual, auditory, and kinesthetic learning. You will also enhance your practical study skills, such as memory, reading, note- and test-taking techniques. Personal exercises will focus on teamwork, decision-making and problem-solving skills, setting SMART goals, and maintaining a positive attitude. You will also explore techniques for managing change, stress, and conflict.

Career Planning & Preparation - Level I

This module will introduce you to and provide practice in using the tools required for a successful job search. The concepts covered in this module will help you maintain a career-focused approach throughout your studies so that you are better prepared to conduct a job search after graduating. Specifically, you will learn how to identify your soft and hard skills and how to articulate your abilities in a clear and concise Elevator Pitch that will appeal to employers and resonate with industry contacts. You will learn about the job search resources available to you including using career websites, creating Linked In profiles, accessing the "hidden" job market, and networking. You will examine sample resumes and cover letters and begin the process of creating your own professional resumes and cover letters that align with current conventions for content, organization, and formatting. You will also learn about the role of references, thank you letters, workplace philosophies, and strategies for success including maintaining a professional image and using proper etiquette when communicating with potential employers and industry contacts.

An introduction to Occupational Health and Safety is also provided with specific focus on employees' rights and responsibilities, workplace health and safety policy and programs, hazard identification and control, and safety training options such as WHIMIS and First Aid.

Digital Literacy for Professionals

This course has four units that introduces you to the fundamental concepts and principles of learning and working in a digital environment. The first unit introduces you to using devices and handling information with topics on operating systems (Windows, MAC, and Linux), computer organization (folder management and naming conventions), cloud storage (including Microsoft OneDrive), types of web browsers including Google Chrome, Mozilla Firefox, and Apple Safari), and fundamental troubleshooting. In the second unit, you will become familiar with creating and editing information through learning about file formats (pdf, mp4, docx), productivity (including iWork and Microsoft Office Suite) and creativity (Adobe, Canva, iMovie) platforms, and basic introduction to Microsoft Word, Excel, and PowerPoint. The third unit on communicating and collaborating will introduce you to web conferencing applications (Slack, Zoom, Microsoft Teams), mail applications (including Microsoft Outlook and Gmail,), project management tools (Trello, Asana), and time management tools (including Todoist, Outlook Calendar, and iCal), and building rapport virtually. In the final unit, you will gain an understanding on netiquette, cybersecurity, and digital wellness. After completing this course, you will have enhanced digital literacy skills as a professional in the working and learning environment.

Software Lab - Word Processing

This software lab module will use a simulation-based program called MindTap that consists of online trainings and assessments in Microsoft Word. It builds on the skills introduced in Digital Literacy for

Professionals course. You will learn a comprehensive set of skills, with coverage including creating and editing a document (this includes saving a document, using AutoComplete and AutoCorrect, undo and redo actions, paragraph spacing, and more), formatting a document (covering topics like addressing comments in documents, using drag and drop, as well as cut, copy and paste). This course will also introduce you to how to create tables and a multipage report (including options found in the Navigation pane, formatting a table, merging cells and adding a formula, using SmartArt graphic, and more). You will acquire skills in editing text or content for layout and appearance (wrap text, WordArt, cropping a picture, and so on). Additionally, you will work with templates, themes, and styles (creating a new document from a template, using thesaurus, saving a custom theme, customizing a style, and so on). This course concludes with the mail merge feature (such as inserting mail merge fields into a document, complete a mail merge, and more).

Software Lab - Spreadsheets

This software lab module will use a simulation-based program called MindTap that consists of online trainings and assessments in Microsoft Excel. You will learn the fundamentals of excel, such as opening and closing a workbook, entering formulas, modifying worksheet views, and so on. You will acquire skill in formatting workbook text and data (change fonts, font style, and font colour, format dates and times, merge, use the AVERAGE function, and more). This course will also introduce you to the skill of performing calculations with formula and functions, including sub-topics such as extend data and formulas with AutoFill, calculate statistics, and so forth. You will also be able to analyze and chart financial data using available excel charts, such as pie chart, line char, chart legends, data bar, and so on. This course will conclude with you learning how to generate reports from multiple worksheets and workbooks (such as copy worksheets between workbooks, organize worksheets in a worksheet group, hyperlink to a document, create a workbook template, and more).

Software Lab - Presentations

This software lab module will use a simulation-based program called MindTap that consists of online trainings and assessments in Microsoft PowerPoint. You will learn a comprehensive set of skills centered on creating a presentation (create title slide, slide with lists, format text, duplicate, rearrange, and delete slides, change a theme, and so on). You will learn how to effectively add media and special effects (apply theme used in another presentation, insert shapes and pictures, rotate objects, create a table, and more). You will apply advanced formatting and animation to objects (including inserting SmartArt graphic, audio clips, and WordArt style). You will be able to distribute presentations and integration PowerPoint with other Microsoft Office programs, such as Word and Excel. You will learn how to customize presentations and become familiar with the PowerPoint environment, (how to work in a Slide Master View, work with comments, save a custom theme, and so on).

Software Lab - Database Management

This software lab module will use a simulation-based program called MindTap that consists of online trainings and assessments in Microsoft Access. You will learn how to create and build a database (including basic database concepts and terms, using Backstage view, starting and exiting Access, Datasheet view and Design view, copy and paste records from another Access database, and so forth). You will gain an understanding on how to build a database and define table relationships, covering sub-topics such as setting fields properties, importing data from Excel and an existing table structure, and more. You will acquire the skill of maintaining and querying a database (such as find, modify, and delete records in a table, work in the Query window in Design view, run queries, sort data with Filter data, and so on). You will discover how to create forms and reports (using Form Wizard, apply themes to a form, add pictures

to a form, change color of text on a form, and more). You will understand how to create advanced queries and enhance table design (using naming standards, AutoFilter, parameter query, lookup fields, input masks, and so forth).

Business English

In this course, you will develop professional communication skills in a business setting using MS Office including Word and Outlook. You will apply proper grammar to create and review appropriate business documents such as emails, memos, letters, reports, text messages, and social media posts for company websites, LinkedIn, Twitter, and Facebook. You will practice grammar, spelling, and error correction while developing clear and concise writing skills. You will rewrite and edit professional documents while demonstrating spelling accuracy, proper capitalization, and punctuation. You will recognize and correct commonly misspelled words. Furthermore, you will explore sentence elements such as modifiers, connectors, and sequencers to write brief and jargon-free business messages. You will distinguish active and passive voice to write effective sentences. You will also review and incorporate inclusive language to avoid biases and discrimination. Using a range of grammatical structures, you will adopt and follow modern business communication standards.

Business Math

This course reviews and introduces basic and intermediate math concepts including the relationships between the following operations: addition and subtraction, multiplication and division, and decimals, percentages, and fractions. You will complete a variety of textbook readings, LinkedIn Learning and Khan Academy videos, worksheets, word problems, as well as two in-class assignments and two tests to ensure you are able to apply these math concepts to complete a variety of common business math operations. The first week focuses on a brief review of basic operations, fractions, and decimals while learning to decipher and complete word problems. The second week then looks at percentages, ratios, equations, and graphs to provide a robust review of key operations, word problems, and common business math requirements. This includes calculating costs, interest, budgets, and measurements, with a focus on transportation, nutrition, and costing. Throughout the course, you will complete work with and without a calculator to ensure you have mastered concepts and can complete operations efficiently and accurately in a work environment.

Bookkeeping Level I and II

Emphasis is placed on analyzing and recording business transactions using the rules of double-entry bookkeeping. Adjusting journal entries are recorded and basic financial statements prepared. Preparation and posting of journal entries for a merchandising business are examined, coupled with preparation of cost of goods sold, cash and trade discounts, closing entries, and the use of special journals and subsidiary ledgers. Students will learn fundamental accounting principles, understand the classification of asset, liabilities, equities, utilize the double-entry system and a general ledger chart of accounts, post entries to those accounts, and prepare trial balances and the three financial statements. The complete accounting cycle is examined through closing entries, worksheets and the post-closing trial balance.

Software Lab - Outlook

This Microsoft Outlook 2019 course is created for students to build and validate the skills businesses need to succeed in today's information economy. It also provides students with the skills and knowledge they need to use to effectively manage e-mails, contacts, calendars, and tasks. Outlook has become the corporate standard electronic personal organizer. These are the foundational skills needed to communicate using Outlook in a variety of positions within and organization. This course is computer

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intensive and demands basic computer proficiency and a basic understanding of e-mail software. Students are expected to make arrangements to meet proficiency needs.

Software Lab - Advanced Excel

This software lab module consists of online training and assessment in Microsoft Excel. Students learn a comprehensive set of skills, with coverage including creating, formatting and printing worksheets, creating simple and advanced formulas, using mathematical, logical, statistical and financial functions, creating and modifying charts and using data tools.

Introduction to Marketing

In this course students will learn and understand the importance, impact and role of marketing and marketing activities, and the internal and external factors that will impact a marketing plan. Students will learn how to effectively plan marketing activities strategically, based on conducting marketing research. Students will learn how to identify target customers and their needs.

Digital Marketing Foundations

This course will give students a solid foundation in the strategic, tactical, and creative essentials of Digital Marketing. Students will be introduced to many core concepts related to marketing communications, learn the fundamentals of digital marketing and how it's different from traditional marketing, as well as introductions to budgeting and its considerations. Students will have the opportunity to creating a brand style guide, and an analytics dashboard.

Content Strategy

Content is at the core of all marketing activity. In this course, students learn how to plan content marketing, how to develop content that works well for the target audience, and how to measure its impact.

Writing for Online Success

In this course, students will understand how the digital world is affected by writing. Additionally, they will understand how to structure their writing so that online readers will remain engaged until the end of the article. Students will also learn the difference between copywriting and content writing.

Email Marketing

Email is an effective marketing channel, especially at the conversion and retention stage of the customer journey. In this course, students learn how to create an email marketing strategy, create and execute email campaigns, and measure the results.

Social Media Platforms and Strategies

Social media technologies continue to transform interactions between businesses and their customers, providing an opportunity for consumers to voice their opinions and influence brand perception. In this course, students will learn how to use social platforms such as Facebook, Instagram, Twitter, and Snapchat to identify influencers, deliver targeted content, and understand the basic concepts of measuring success.

Online Community Management

This course allows students to understand the importance of cultivating, nurturing, and engaging with their audience as part of a larger content strategy, but more importantly, from a practice of real time

engagement. Community managers are community advocates, brand evangelists, have savvy communications skills and shape editorial, and gather community input for future products and services.

Website Content Management

In this course, students will gain an understanding of the changing nature of website design and viewing (on large screens, Smartphones and everything in between). Students will discuss the ways in which digital marketing professionals are adapting to the changing nature of web design and how to manage a complex interactive media project. Learners will become familiar with the required steps in building a functional website incorporating graphics, video, and other marketing tools. Examining aspects of website and data security, students will become familiar with e-Commerce, content marketing, blog and social media posts, plug-ins, video channels, podcasts, and playlists as marketing tools.

Fundamentals of Graphic Design

Students will develop foundational skills through exposure to the fundamental principles of graphic design: image-making, typography, composition, and working with colour and shape. This course will cover the relationship between graphic design and marketing and how visual media can affect the online consumer. This course will introduce students to the practical skills needed to design and evaluate marketing materials such as logos, images, and branded content.

Search Engine Optimization

Search engines are an essential part of the online experience. Students will learn how to optimize search engine presence, to ensure their content reaches their target audience, and to monitor the success of keyword selections. Students will analyze traffic, ranking, and conversions, creating a maintenance checklist. SEO strategies across multiple platforms will be discussed and practiced, as learners develop methods to optimize online traffic.

Search Engine Marketing with AdWords

In this course, students will learn how to use Google AdWords, including the Search and Display platforms. Google AdWords is a Pay-Per-Click (PPC) platform created by Google to ensure a company is visible on Search Engines and affiliate websites. Additionally, students will be exposed to PPC techniques that will help maximize marketing spending.

Display Advertising & Mobile Marketing

Display advertising is a powerful marketing tool, strengthened by new platforms like mobile, new video opportunities, and enhanced targeting. In this course, students learn how display advertising works, how it is bought and sold (including in a programmatic environment), and how to set up a display advertising campaign using AdWords by Google.

Online Reputation Management

In this course, students will learn how to build a robust and sustainable online reputation. This course will cover how an online reputation can be created, monitored, improved, and measured as well as how to deal with crises. Students will learn a brief history of social media and difficult lessons that were learned as the technology grew and evolved. Social media will be a key element of this course. Students will be exposed to real-life case studies and discuss how reputations were irreparably damaged, salvaged, and/or resurrected. The importance of a well-trained media relations manager will be stressed.

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Search Engine Analytics

Because online activity can be tracked, the overall effect of a company's digital marketing efforts can also be tracked. In this course, students will learn how to use Google Analytics, an essential measurement tool that allows businesses to collect intelligent data and analytics to evaluate their audience, measure the success of acquisition and engagement efforts, evaluate user conversions related to organizational goals, and utilize the information in planning and budgeting.

Career Planning & Preparation - Level II

This module builds on concepts and skills introduced in the Career Planning and Preparation Level 1 prerequisite module. In this subsequent module, you will update and refine your resume and LinkedIn Profile. You will continue writing cover letters and learn the value of customizing cover letters to specific job postings. You will have the opportunity to apply this knowledge as you conduct a job search and write a cover letter tailored to an ideal job post. Through research, you will create a list of top employers and target current industry opportunities. You will learn about current methods for applying to job postings using technology. You will also gain an understanding of the job interview process, typical interview questions and possible responses, and expectations of both the interviewer and interviewee. In addition, you will engage in practical application of the interview process through role-plays. Topics such as negotiating salary, self-management, and on-the-job success for placements and post-graduate employment will be also covered.

Business and Digital Marketing Specialist Internship

At the completion of the in-class section of this program, students are required to complete a 12-week work placement at a business or organization which utilize digital marketing tools and services. Students will have the opportunity to apply their newly developed knowledge and skills in a real-world environment.