



Create Career
College

Digital Marketing

Diploma with Co-op



Create Your Future Here!

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School Introduction



Who are we

Founded in 2010, Canadian Create Career College (CCC College) is a Designated Learning Institution (DLI number: O19275297052) accredited by PTIB (Private Training Institutions Branch) and has earned BCEQA (British Columbia Education Quality Assurance) designation.

CCC College offers various accredited programs designed for trending industries with the most abundant job openings each year. Students at CCC College are able to acquire, develop and practice new workplace skills aligning with the rapidly changing job market and earn the most in-demand diplomas or certificates for today's workforce.

CCC College attracts students from all over the world with the unanimous goal of career success, creating a diverse and multicultural platform with a remarkable wealth of networking opportunities and experience.



100% Practicum Placement

Upon course completion, our experienced student advisors will assist in connecting with companies and searching for suitable practicum placements in the local area. Students can apply the acquired skills to workplaces in real business settings. During the practicum placement, students from CCC College are able to:

- 1 Apply theoretical knowledge
- 2 Gain first-hand career insights from industry professionals
- 3 Network within the industry to develop contacts
- 4 Solidify a clear career plan

Our Mission

Our mission is to strive for excellence in providing intensive accredited training to students from many cultural backgrounds and language abilities to help them thrive in the business world today.





Why Choose Create Career College (CCC)?



1 College-Enterprise Cooperation, Theory-Practice Combination

Create Career College (CCC) forged long-term collaboration with a number of local enterprises in different industry sectors. Students at Canadian Create Career College (CCC College) are able to acquire hands-on experience directly in line with workplace requirements.



2 Small Class Sizes

Create Career College has a low student-to-teacher ratio which ensures everyone can receive immediate feedback and get maximum attention from our professional instructors.



3 Career Path Assistance

Create Career College has dedicated advisors who offer career assistance to students. Students from CCC College are able to maximize their potential and greatly improve their competitiveness in the job market today.



4 Flexible Schedule, Immediate Start Dates

Create Career College offers full-time programs with flexible schedules. Most programs have a new intake every four weeks.

Admission

Requirements



1 Student must be a high school graduate or equivalent or above;



2 Student must be at the age of 19 years old or over on the first day of class;



3 Prior to acceptance into the vocational or academic program at Create Career College, the student must meet the requirement of English proficiency, through either submitting an English score assessed by an approved and certified English Testing institution OR a successful English assessment at Create Career College OR completing a prerequisite program offered by Create Career College, which could be one of the following:

- Successful completion of the Create Career College's English as a Second Language (ESL) program, a prerequisite to vocational and academic programs in Create Career College, or
- Obtaining a minimum score of 80 on TOEFL iBT, or a minimum overall band score of 6.0 on IELTS academic module, or
- Successful completion of Grade 12 from a Canadian High School or equivalent, or
- A score of at least 60% on the Create Career College English Placement Test.



Admission Procedure



Program Introduction

Intake: Intermittent intake every month (12 intakes per year)

Method of Delivery: In-person or Blended (Remote + In-person)

Method of Instruction: Combination of Instructor-led lectures, supervised labs, guest speakers, case studies, presentations, online readings, and quiz participation. Online delivery will utilize Canvas (Learning Management System) and Zoom to host lectures, assign homework, start discussions and monitor attendance with the built-in “Attendance” function. The college will host a 1-hour training session for the instructors, as well as a separate training session for students. For additional support, instructors and students can contact our IT staff for technical support.



Lecture
1,000 hours
(50 weeks)



Paid Co-op
1,000 hours
(50 weeks)

Duration of the Program: In total 100 weeks (2,000 hours)

The Digital Marketing Diploma aims to provide students with a solid foundation to grow their professional and careers in the new era of digital marketing, providing a wide variety of opportunities in the exciting field of marketing.

Digital marketing is a complex and ever-changing field, rapidly expanding with the emergence of new trends, opportunities, and technologies. Forward-thinking organizations choose to shift their focus to digital marketing approaches. Students will not only be prepared to adapt to this flourishing field as it continues to grow and develop, but will also be able to specialize and develop their skill sets as they progress through their careers.

The Digital Marketing diploma program combines practical hands-on coursework with the theoretical knowledge necessary to succeed in digital marketing. Students will learn fundamental marketing and business concepts, and develop practical skill sets based on the latest standards of the digital marketing industry.



Upon the completion of Digital Marketing Diploma, students will be able to demonstrate extensive and strong knowledge and skills such as:

- 1 Describing the online and digital marketing environment and opportunities for various organizations
- 2 Developing a solid digital marketing strategic plan for organizations from start-ups to complex businesses based on case studies
- 3 Utilizing online marketing platforms such as Meta Ad campaigns, Google Analytics, WordPress, Hubspot, etc.
- 4 Applying digital marketing approaches to marketing plans, such as Search Engine Optimization (SEO), Search Engine Maximization (SEM), and Pay Per Click (PPC)
- 5 Analyzing garnered data, and applying insights to upcoming marketing plans
- 6 Conducting thorough market research for products and services using online platforms
- 7 Identifying the right platform for online advertising
- 8 Creating a suitable social media marketing plan and content based on market research
- 9 Identifying and developing online ads using bidding strategies based on business goals and the target market

Lecture Overview

1 Communication For Technology

This course equips students with practical business communication techniques for various operational stages such as planning, organizing, selecting, writing, and presenting information in the technology industry. Students will be taught how to prepare routine memos, proposals, emails, presentations, cover letters, and resumes, submit requests and properly formatted replies.



2 Marketing Fundamentals

Students will go through key steps for developing and creating a marketing plan for an organization, which includes product research, identifying target markets, communicating the right message etc. Students will learn the process of developing a customer-centered marketing plan by implementing the concept of the “4 Ps” of marketing.

3 Statistics For Business

This course introduces the basics of statistics and data collection for businesses and organizations within the technology sector. Key concepts include different data types, data collection methods, descriptive statistics, numerical and graphical presentation of data, data analysis, measures, and probabilities. In addition, students will be introduced to discrete and continuous probability, distributions as well as inferential statistics through sampling, testing hypotheses, linear regression, and the chi-squared test for independence.

4 Introduction To Digital Marketing

This course introduces students to the essentials of marketing through a variety of digital and online platforms. It covers web audit and web analysis, social media marketing, search engine optimization, email marketing, and mobile marketing. Students will be working in teams on projects inspired by actual businesses.



5 Online Advertising platforms

This course introduces some of the popular online advertising platforms to students and discusses the strengths of each of these platforms. Throughout this course, students explore platforms such as Google, Facebook, Instagram, Yelp and Pinterest, in order to understand how these platforms could provide a suitable launch pad for effective ads campaigns.

6 Online Business Dashboards

This course covers the principles of creating and setting up proper business management dashboards on these platforms to boost and streamline the online promotion process. Students will learn this process by practicing the dashboard setup and promotion tactics with popular platforms such as Google My Business (GMB) and Bing Places for Business (BPB).

7 Online Marketing Platforms

Through this course, students will learn how to start an advertising campaign on marketing platforms such as Google and Bing, the tools and mediums they offer, as well as their strengths and weaknesses. This course also provides the basis and preparation for the Google Marketing Platform examination.

8 Search Engine Optimization 1

Students will learn how implementing SEO tactics across the pages of a business site could improve the online visibility of the business in search engine result pages based on organic searches done by users, and practice implementing these skills. Students will also use tools to collect data and measure the effectiveness of SEO tactics, as well as practicing the basics of the google ads network.

9 Ads platform Management

Students will learn about the principles of Ads campaigns and displays, and how these types of advertising could help businesses achieve their marketing goals. They also learn about the principles of video and shopping ads, and ads in applications while practicing and experimenting with Google Ads measurement tools.

10 Social Media For marketing

Students will learn more about social media platforms and how these applications and platforms could be used to influence potential customers for business purposes. Students will explore the tools and tactics for advertising on social media platforms and will practice making effective ads in social media.

11 Search Engine Optimization 2

This course builds upon the foundational knowledge established in SEO 1. This course will take a deeper look into procedures and the logic of Search Engine Optimization and how an appropriate SEO strategy could improve product and business exposure in the online market.

12 Streaming Platforms In Advertising

In this course, students explore streaming platforms and analyze user traffic, viewership, communications, and sharing options. Students will work collaboratively in teams to conduct research on identifying an appropriate streaming platform for on-line marketing, and preparing and presenting an online marketing plan designed for streaming platforms.





Career Opportunities

- Search Engine Optimization Expert
- Social Media Marketing
- Digital Marketer
- Digital Content Creator
- Content Writer
- Online Ads Manager

Enrollment Dates



Intake Start Dates 2022

- ▶ August 1, 2022
- ▶ August 29, 2022
- ▶ September 26, 2022
- ▶ October 24, 2022
- ▶ November 21, 2022
- ▶ December 19, 2022



Intake Start Dates 2023

- ▶ January 16, 2023
- ▶ February 13, 2023
- ▶ March 13, 2023
- ▶ April 10, 2023
- ▶ May 8, 2023
- ▶ June 5, 2023
- ▶ July 3, 2023
- ▶ July 31, 2023
- ▶ August 28, 2023
- ▶ September 25, 2023
- ▶ October 23, 2023
- ▶ November 20, 2023
- ▶ December 18, 2023



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