Digital Marketing (Online)

The Digital Marketing (Online) diploma program at triOS is 33 weeks. The Digital Marketing (Online) diploma program at triOS is focused on teaching students how to develop marketing strategies using social media, search engine optimization (SEO), search engine marketing (SEM), web content management, email marketing, and mobile marketing. Students will also learn how to manage online reputation and maintain an online community.

Program Benefits

✔ Develop/Optimize Search and Display Advertising Campaigns using Google Ads

✔ Analyze Data using Google Analytics

✔ Design and Optimize Web Content

✔ Manage Social Media Platforms such as Instagram, Facebook, Twitter, TikTok, and Pinterest

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

Microsoft Applications

Microsoft Word, Microsoft Excel, Microsoft Outlook, Microsoft PowerPoint, Microsoft Advanced Excel

### Digital Marketing Fundamentals

Introduction to Marketing, Digital Marketing Foundations, Content Strategy, Writing for Online Success

Online Marketing Strategies

Email Marketing, Social Media Platforms and Strategies, Online Community Management, Website Content Management, Fundamentals of Graphic Design

Advanced Online Strategies

Search Engine Optimization, Search Engine Marketing with AdWords, Display Advertising and Mobile Marketing, Online Reputation Management, Search Engine Analytics
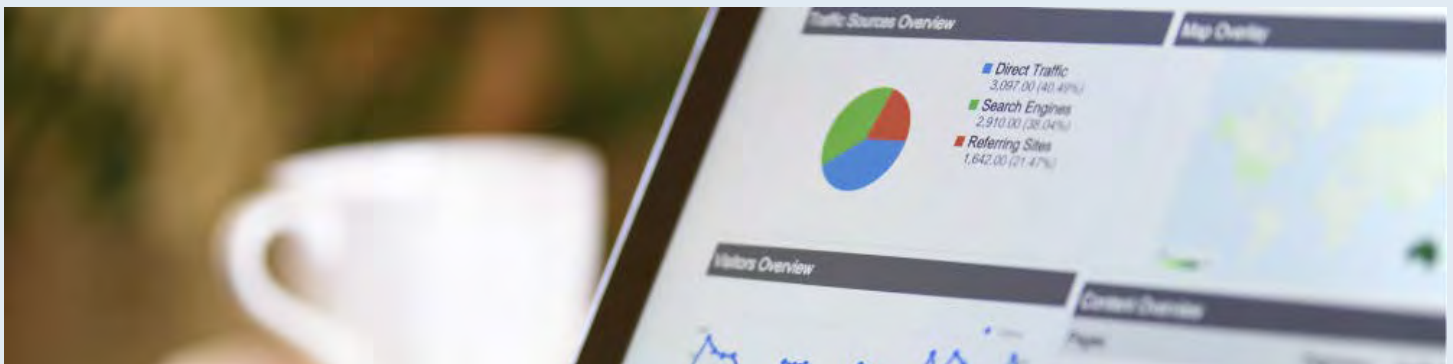
Employment and Wage Outlook for Careers in this field:

92%	**$32**	**$55**
Employment Rate	Average Wage/Hr	High Wage/Hr

Employment Rate based on 2021 contactable triOS Business Faculty graduates employed in a related field within 12 months.
Source: workingincanada.gc.ca
NOC Code: 1123/10022, 11202 & 64409 - **Wage data rounded down to the nearest dollar. Average wage doesn't 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.

Employers Who Have Hired triOS Grads

SMASHING PIXELS

Ontario Local Health Integration Network

Opal Marketing

44NORTH DIGITAL MARKETING

Some Other Employers Are:

- Mosaic Sales Solutions Canada
- Straticom Technologies
- WSI World

"Thanks to this program's well-structured format and intriguing content, I've gained a more profound knowledge of [marketing and business]. The instructor was highly knowledgeable and provided up-to-date information on industry trends while keeping our course engaging."

-Susanne V.,
triOS College Digital Marketing Graduate

Digital Marketing Online

NOC Code: 1123/10022, 11202 & 64409

This full-time program is 20 hours per week. Students are expected to engage in 2 courses a week for a minimum of 10 hours per course.

Diploma Program Length:

33 Weeks

Student Success Strategies	**4 Weeks**
Digital Literacy for Professionals	
Microsoft Word	
Career Planning & Preparation - Level 1	

Microsoft Excel	**4 Weeks**
Microsoft Outlook	
Microsoft PowerPoint	
Advanced Microsoft Excel	

Introduction to Marketing	**4 Weeks**
Digital Marketing Foundations	

Keyboarding – continuous learning throughout program

Content Strategy	**12 Weeks**
Writing for Online Success	
Email Marketing	
Fundamentals of Graphic Design	
Social Media Platforms and Strategies	
Online Community Management	
Online Reputation Management	
Display Advertising and Mobile Marketing	

Website Content Management	**8 Weeks**
Search Engine Optimization	
Search Engine Marketing with AdWords	
Search Engine Analytics	

Career Planning & Preparation	**1 Week**

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.
3. The College admissions test for this program is the triOS College Business, Legal & Healthcare Entrance Exam. A passing score for this program is 60%.

*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.

Technical Requirements:

Students require a Windows OS (PC) based computer and high-speed broadband Internet connection. It is the responsibility of students to ensure they have access to a reliable Internet connection and functioning PC: a lack of Internet connection or PC will not be considered an acceptable reason for non-completion of course work.

PC minimum requirements:

- Windows 8 or newer (Windows 10 preferred)
- 1.6 gigahertz (GHz) or faster 2-core, 4GB RAM, 4GB free HD
- Various web browsers may be required to participate in coursework, i.e. Firefox, Chrome, Edge. Internet Explorer is not recommended.

If you have an Apple (Mac):

- Compatible operating systems include OS X
- Web browsers supported include Firefox, Chrome or Safari

Your computer must be equipped to view multimedia presentations (video and audio) with speakers/headphones and a webcam and microphone (either integrated or USB) to participate using web conferencing software like Microsoft Teams or Adobe Connect.

While mobile devices may allow some participation in an online course, functionality may be limited, and they are not guaranteed to meet all your coursework needs. We recommend students do not attempt assignments or quizzes when using a mobile device, such as a smartphone or tablet, due to compatibility issues.

As an active registered triOS College student, you will receive licensed access to Microsoft Office 365 at no additional cost. Individual courses may have additional software requirements such as programs for playing audio or video, or a specific software application such as Excel. In some courses, it may be necessary to install specific software used in the course on your computer.

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.

Course Descriptions

Student Success Strategies
This course stresses the importance of developing non-technical skills to enhance personal, academic and career success. The course will address strategies that are important for all adult learners, such as managing finances, maintaining health and wellness, understanding learning styles, setting goals, and honing practical study skills, such as memory, reading, and test-taking techniques. In addition, this course is designed specifically for the online learner. Therefore, the course emphasizes strategies needed to succeed in an online program, such as navigating technology efficiently, interacting and engaging with peers and facilitators, and managing learning time and space.

Digital Literacy for Professionals
This course introduces students to the fundamental concepts and principles of learning and working in a digital environment. This course will cover the following elements: using devices and handling information, creating, and editing information, communicating, and collaborating, and being safe and responsible online.

Career Planning & Preparation – Level 1
Career Planning and Preparation Level 1 introduces tools for a successful job search. The course will help students maintain a career-focused approach throughout their academic program. Students will learn basic career preparation skills, such as how to research opportunities, network for industry contacts and use appropriate etiquette when communicating with prospective employers. Students will identify their personal skills, values, and preferences for the workplace, begin preparation of a professional resume and cover letter, and organize proof documents for their career portfolio. Asynchronous class discussion on the discussion board on various career-planning topics will round out this module. This course is a pre-requisite for Career Planning and Preparation Level 2.

Microsoft Word
This course is a combination of virtual training, projects, and exams in Microsoft Word. Skills covered include formatting text for layout and appearance, formatting document parts, using styles, working with header/footer content, inserting and formatting tables, graphics, and pictures, and working with templates and themes.

Microsoft Excel
This course is a combination of virtual training, projects, and exams in Microsoft Excel. Skills covered include working with workbooks and worksheets, inputting data, formatting cells, using functions and formulas, and creating and editing charts, tables, graphics, and templates.

Microsoft Outlook
This course is a combination of virtual training, assessments, and exams related to Microsoft Outlook. Skills covered include how to organize and manage communications, contacts, schedules, and tasks. Email and meetings are a major part of the professional world, learning how to compose, send, receive, store, and delete email messages, meetings, and appointments is crucial and covered in this module.

Microsoft PowerPoint
This course is a combination of virtual training, projects, and exams in Microsoft PowerPoint. Skills covered include the creation of attractive, professional-looking presentations, using and formatting animations, transitions, pictures, audio, video, charts, tables, and incorporating speaker notes and annotations into presentations.

Advanced Microsoft Excel Skills
In this course, students learn more complex Microsoft Excel skills including functions, data manipulation, templates, advanced formulas and functions, and analysis 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 create 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 strategies, develop content that works well for the target audience, and measure its impact.

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BUSINESS ◆ TECHNOLOGY ◆ HEALTHCARE

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 eCommerce, 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.

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 emphasized.

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 2
This course builds on the concepts and skills introduced in Career Planning and Preparation - Level 1. Topics covered include how to conduct an effective job search and identify various methods of applying for work. Important career tools are the focus with the creation of a personal list of "Top Employers" and current industry opportunities, as well as finalizing a professional resume, career portfolio, and career correspondence. Interview skills explored and practiced are the identification of different types and forms of interviews, responding to typical questions, evaluating job offers, and negotiating terms of employment. Self-management topics are reviewed with a focus on strategies for long-term professional success.