

MARKETING MANAGEMENT - DIGITAL (DMGC)

Create smart advertising to get customers to take notice and take action

Become a strategic marketer with expertise in the latest tools to help companies develop and launch effective digital marketing strategies and campaigns that increase profits, grow website traffic, get new customers, and more!

In this program, you'll learn how best to use and manage digital advertising mediums (like social media networks, web pages, online streaming platforms, etc.) to create thoughtful campaigns that reach your target customers, make an impact, and influence them to perform an action that will make your strategy a success, like subscribing to a mailing list or purchasing a product. You'll also learn how to analyze the effectiveness of campaigns and the many ways you can use internet search engines as a tactic in your marketing toolkit.

Program highlights

- Accelerated program so you can earn a one-year graduate certificate in as little as 8 months
- Hands-on learning through case studies and an applied learning project
- Taught by industry experts and seasoned faculty

Program of study for 2024-25 Academic Year

Semester 1		Credits
MKT 2720	Marketing Management	3
MKT 3720	Intro to Digital Marketing	3
MKT 3721	Marketing Research	3
COM 1901	Business Communication	3
MKT 4720	Trends in Consumer Behaviour	3
MKT 4722	Professional Selling	3
BUS 2722	CSR and Ethics	3
	Credits	21
Semester 2		
MKT 3722	Social Media Marketing	3
MKT 3723	E-Commerce Strategies	3
MKT 3724	Campaign Strategies	3
MKT 4721	Digital Brand Management	3
MKT 4723	Marketing Metrics and Analysis	3
MKT 3725	Marketing Communications	3
BUS 4725	Applied Learning Project	4
	Credits	22
	Total Credits	43

Admission requirements

Applicants must be graduates of a diploma, advanced diploma, or degree program from an Ontario College or equivalent.

OR

Applicant must possess five years of work experience in a related field (or combination of education and work experience) as judged by the

College to be equivalent. Applicants must submit a resume detailing their related experience and a cover letter outlining their competencies and preparedness for the program (any and all post-secondary transcripts must still be submitted).

Program delivery

2024-2025

Fall term start

SEMESTER 1: Fall 2024
SEMESTER 2: Winter 2025

Winter term start

SEMESTER 1: Winter 2025
SEMESTER 2: Spring 2025

Spring term start

SEMESTER 1: Spring 2025
SEMESTER 2: Fall 2025

Specific program pathways

College or university degree opportunities

If you are a graduate of this program, you may continue your studies at a college or university and you may receive credit(s) for your prior college education. Refer to Cambrian's college and university agreement (<https://cambriancollege.ca/supports-services/articulation-agreements/>) details for further information.

Contacts

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INTERNATIONAL ADMISSIONS

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