



Two-Year Ontario College Graduate Certificate Program

Credential upon Graduation:	Graduate Certificate
Annual Fees (CAD):	\$15,665 + \$1,725 program costs ('19/'20)
English Proficiency:	IELTS 6.5, no band lower than 6.0
Eligible Applicants:	Graduates of a four-year degree program in fields related to business or media arts
Intake	September & January

Businesses in all sectors of Canada's digital economy have a pressing need for employees with a range of technical, analytical, business and interpersonal skills. This program will enable students to meet those needs while also developing the skills to build a brand, attract customers and thrive in a digital marketing environment.

The program is designed to enable students to become proficient in the practices and techniques used in modern marketing environments. Students learn how to combine traditional marketing and communication practices with digital marketing applications to ensure a successful marketing campaign or strategy. At the same time, they gain training in workplace business practices, communications and interpersonal dynamics.

Upon graduation, students can expect to find employment in a broad range of marketing positions in both the public and private sectors. Potential position titles include Digital Marketing Specialist, Digital or Online Marketing Manager, Digital Marketing Copywriter, Marketing Analyst, Marketing Researcher and Customer Service Representative.

Semester One	Semester Two	Semester Three	Semester Four
<ul style="list-style-type: none"> International Business Communications Marketing Essentials Cross Cultural Communications & Negotiations Audio/Visual Storytelling I Professional Development Business Law 	<ul style="list-style-type: none"> Business Communications Transmedia Storytelling: Digital Post Production Entrepreneurship Social Media Applications & Measurement I Social Media & Internet Marketing 	<ul style="list-style-type: none"> Integrated Marketing Communications Consumer Behaviour Social Media Strategy Social Media Applications & Measurement II CRM Process & Patterns 	<ul style="list-style-type: none"> Sociology of Community: The Indigenous Context Project Management Sustainability Responsibility & Ethics Data Integrity & Organization Capstone Project



About Confederation College

With cutting-edge programs and equipment, in-class learning that meets or exceeds industry standards, and practical work placements in Thunder Bay and throughout the country, Confederation College will help you get the knowledge, skills and the on-the-job experience that employers demand. Your global mindset will be expanded and English proficiency will improve while studying at Confederation College.

As a public college, established in Thunder Bay in 1967, Confederation College has a proven track record of delivering exceptional education and training to an average of 6,500 full- and part-time students every year, including over 1,000 international students. It has more than 58 programs in three academic schools:

- School of Aviation, Engineering Technology & Trades
- School of Business, Hospitality & Media Arts
- School of Health & Community Services

About Thunder Bay

Enjoy a truly “Canadian Experience” in Thunder Bay, which boasts some of the most spectacular scenery in North America. Thunder Bay is ideal for academic studies, recreation and cultural activities. It is a clean and friendly city of over 107,000 people that includes a number of different multi-cultural groups. Students can gain valuable work experience with part-time employment during their studies, and have many career opportunities upon graduation.



Photo Courtesy of Tourism Thunder Bay

WWW.CONFEDERATIONCOLLEGE.CA/INTERNATIONAL



FOR MORE INFORMATION:

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