

INTERNET MARKETING

1 OR 2 YEARS - CAREER PROGRAM



ABOUT THE PROGRAM

Internet and Digital Marketing is a one or two-year (depending on the profile selected) AEC career program that prepares students to be qualified professionals in the digital/social media marketing industry. By the end of the program, students will have developed a broad range of skills in internet marketing, which they can then use to build professional and strategic digital marketing campaigns for their client(s), or for their own business.

The program is suitable for anyone who is interested in managing the online presence of a company or an organization. It is also beneficial for someone who wishes to offer independent consulting or contract-based services in digital marketing.

CAREER PROSPECTS

- Social media manager
- Digital marketing manager
- SEO / SEM specialist
- Marketing specialist
- Digital marketing consultant
- Web developer
- Brand manager

WHAT WILL I LEARN?

Graduates from this program will acquire a valuable inventory of skills, related to the digital marketing industry, such as:

- Web design and development
- Web programming
- Social media marketing
- Email marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- PPC and Google Adwords campaign management
- YouTube and video marketing
- And more!

MORE INFORMATION

This program has a 99% employment rate right out of the program. Start working in just 12 - 24 months.

SEMESTER 1

- 410-101-TV INTRODUCTION TO INTERNET MARKETING AND MULTIMEDIA
- 410-102-TV ONLINE MARKETING RESEARCH
- 410-103-TV COMMUNICATION AND NETWORKING
- 410-104-TV WEBSITE ARCHITECTURE AND CONTENT MANAGEMENT SYSTEM
- 410-105-TV MULTIMEDIA AND INTERNET DESIGN
- 410-106-TV WEB INTEGRATION
- 410-107-TV WEB PROGRAMMING I
- 410-108-TV PROJECT MANAGEMENT

SEMESTER 2

- 410-201-TV WEB PROGRAMMING II
- 410-202-TV MARKETING AND SOCIAL MEDIA
- 410-203-TV EMAIL MARKETING
- 410-204-TV WEBSITE ANALYSIS (GOOGLE ANALYTICS)
- 410-205-TV SEARCH ENGINE OPTIMIZATION (SEO)
- 410-206-TV SEARCH ENGINE MARKETING (SEM)
- 410-207-TV INTERNET MARKETING PROJECT

SEMESTER 3

- 410-301-TV INTERNSHIP