

Key facts

- ▶ Intakes: September, January, April and July
- ▶ Campus: Montreal
- ▶ Program delivered in English OR French
- ▶ Two-year program
- ▶ Full-time
- ▶ Daytime classes
- ▶ Internship
- ▶ Diploma program (Attestation of College Studies)
- ▶ Payment plans and scholarships available* T&Cs apply
- ▶ Eligibility for postgraduate work permit (PGWP)

E-Commerce and Online Business Management

Montreal Campus - International students

Conducting business online is essential for many organizations. Even if a company does not sell its products/services online, it's helpful to have a website and a social media presence for engagement and brand awareness purposes.

This program offers the ultimate knowledge and skills for you to become an e-commerce whizz and resolve how and where to invest businesses marketing budgets and how best to engage with customers. Upon graduation, whether you want to join a global organization or you're an entrepreneur, this program will ensure you succeed, allowing you to manage an online business.

Study with industry-standard software and online platforms, within a curriculum that follows the latest industry trends to help you stand out.

Program overview

Program structure

Term 1

Starting an Online Business	60h
Introduction to Digital Marketing	60h
Business Auditing and Reporting	60h
Introduction to Accounting	60h

Term 2

Social Media Management	60h
Sales and Marketing Representation Strategies	60h
Understanding Spreadsheets and their Applications	45h
Online Customer Service	60h

Term 3

Online Promotion and Digital Advertising	60h
Online Accounting Software	60h
Digital Business Law	45h
Sales Force Management	45h

Term 4

International Trade in the Digital Era	45h
Business Data and Market Research	75h
Business and Sales Presentations	45h
Promoting an Online Store	60h

Term 5

Creating an Online Marketing Plan	75h
E-commerce and Online Business Management Internship	135h

Skills and competencies

- ▶ Successfully start and run an online business
- ▶ Develop, plan, and execute a comprehensive online marketing plan
- ▶ Set up and run an online store
- ▶ Analyze and interpret financial and business data
- ▶ Establish and manage an online customer services system
- ▶ Become proficient in all key software programs and online platforms
- ▶ Plan and execute online sales and marketing representation strategies
- ▶ Identify global market opportunities and adjust business and marketing practices to address legal and cultural differences
- ▶ Be aware of the most important laws and regulations
- ▶ Recruit, train, and manage the sales force for a business

Employability and career

79.5% of our students have secured employment within six months of graduation.*

Our graduates have gone on to pursue successful careers in the following roles:

- ▶ Digital marketing consultant / strategist
- ▶ Digital marketing manager / account manager
- ▶ Social media manager
- ▶ Advertising consultant
- ▶ Marketing coordinator / director
- ▶ E-Commerce consultant / strategist
- ▶ Online store manager / sales manager

About Trebas

1979

Since 1979, Trebas Institute's mission has been to train talented individuals, enabling them to acquire the skills needed to become assets within the business, technology, and entertainment industries.

As a private career college, we provide programs that allow students to be at the forefront of the entertainment industry with the help of state-of-the-art facilities.

Trebas Institute's programs are taught by celebrated instructors who are experts in their fields and our regularly updated curriculums and syllabi provide students with an edge when entering the jobs market.

Location

Nestled in the heart of downtown Montreal, Canada.

Industry experts

Programs powered by renowned experts — giving students a competitive edge.

Internship

Complete an internship as part of this program to boost your resume.

Career Services

Lifetime career guidance.

Business network

Join a strong network of business partners.

Facilities

Sign-out labs, recording and post-production studios, audio and filmmaking equipment, well-equipped classrooms, a student lounge and more!

Accreditation

This program is accredited by the Ministère de l'Enseignement supérieur (Quebec).

Intakes

There are several intakes throughout the year — September, January, April and July.

Work permits

International students may be eligible for a post-graduation work permit, which can be valid for up to 3 years after you have qualified.

How to apply

Entry requirements

Under the provisions of section 4 of the College Education Regulations concerning the conditions of admission, a person who has received instruction considered sufficient by the college and meets any of the following conditions may be admitted to a program of studies leading to an Attestation of College Studies:

1. The person has interrupted his or her full-time studies or pursued full-time postsecondary studies for at least 2 consecutive terms or 1 school year;
2. The person is covered by an agreement entered into between the college and an employer or by a government program of studies;
3. The person has interrupted his or her full-time studies for one term and pursued full-time postsecondary studies for one term; or
4. The person holds a Secondary School Vocational Diploma.

Specific admission criteria for an ACS/AEC

A person applying for an ACS/AEC program must have sufficient written and spoken proficiency in the language of instruction. A person who has studied outside of Quebec must provide the result of a proficiency test for the language of instruction.

For programs where the language of instruction of English, the language proficiency tests accepted are:

- ▶ International English Language Testing System (IELTS): 5.5
- ▶ Test of English as a Foreign Language (TOEFL) IBT: 55
- ▶ Cambridge English Language Assessment: 162
- ▶ Canadian Academic English Language (CAEL): 40
- ▶ PTE Academic: 42
- ▶ Duolingo: 85

For programs where the language of instruction is French, the following standardized tests are accepted:

- ▶ Diplôme approfondi de langue française/Diplôme d'études en langue française (DELF)/(DALF): Levels B1
- ▶ Test d'Évaluation du français adapté pour le Québec (TEFaQ): Levels B1
- ▶ Test de connaissance du français pour le Québec (TCFQ): Levels B1

Documents

All applications for admission must be accompanied by the following documents:

- ▶ Completed application form
- ▶ Non-refundable application fee of \$50 CAD and Admission fee of \$200 CAD
- ▶ Valid passport
- ▶ Birth certificate (certified copy)
- ▶ Most recent academic transcript or diploma:

Any official documents issued outside Quebec must be a certified copy or the original. Documents written in a language other than English or French must be accompanied by an official translation.

How to apply

To find out how you can enrol, email: info@goglobal-colombia.com or call one of our advisors at +57320 801 9667

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