



**TORONTO**  
SCHOOL OF MANAGEMENT

# Diploma in Digital Marketing Specialist Co-op

## START DATES

January, May, September

## PROGRAM SCHEDULE

Daytime



This one-year Co-op diploma focuses on marketing, advertising and campaign management. Build a sound marketing strategy using research and understand the PPC marketing model.

## PROGRAM HIGHLIGHTS

- Develop digital advertising campaigns and understand how to build a brand
- Learn to use tools such as WordPress, HTML and CSS, Google Ads and Google Analytics
- Discover the power of copywriting and learn how to create content for marketing
- Build, optimize and analyze PPC campaigns using Google Ads and Bing Ads
- Strengthen your resume with Canadian work experience
- **Co-op placement in the field of studies<sup>^</sup>**

## LEARNING PARTNER



This program is backed by the Digital Marketing Institute (DMI) and upon successful completion, you will also receive a Digital Marketing Associate certificate.

## PROGRAM DURATION



## MODULES

- Introduction to Marketing and Branding
- Google SEO
- Website Building and Design for Marketers
- Google Analytics (preparation for Google Analytics Certification)
- Managing Social Media Sponsored Campaigns (preparation for Facebook Blueprint Certification)
- Pay Per Click Marketing with Google Ads (preparation for Google Ads Certification)
- Campaign Management, Regulations and Compliance
- Copywriting
- Work Placement



## WHAT CAN TSoM OFFER YOU?

- Diverse student environment
- Experiential learning through field trips, guest speakers and networking events
- Dedicated career support  
- resume writing, mock interviews and a network of over 100 co-op partners
- Academic pathway advice and support for any university or college in Canada

### CO-OP EXPERIENCE

The co-op term provides you with an opportunity to integrate academic studies with related employment experience.

**The co-op work experience could include positions in the following areas:**

- Communications Officer
- Digital Marketing Specialist
- Social Media Coordinator
- Content Creator/Writer

**Some of our co-op partners include:**



### CAREER OPPORTUNITIES

- Communications Officer
- Digital Marketing Specialist
- Social Media Coordinator
- Content Creator/Writer

### ADMISSION REQUIREMENTS\*

- Have an Ontario Secondary School Diploma or equivalent or
- Be at least 18 years of age and pass the Wonderlic Test

**For non-native English speakers:**

- Successful completion of TSoM EAP Level 4 or
- IELTS 5.5 or equivalent or pass the TSoM English Assessment

*\*Please visit [TorontoSoM.ca](http://TorontoSoM.ca) for more information about our admission requirements*

^ Students will be offered paid or unpaid entry-level positions related to their field of studies. The Career Services Department will provide full support to students on booking and preparing for interviews. It is the student's responsibility to perform well during all interviews as well as during the full length of the co-op term. Placements are subject to availability and will vary based on the program, season and job market changes as well as the student's English level and previous professional and academic experience. Should the co-op placement not be available the student will be required to complete a Capstone Project as an alternative to graduate from the program.



**Alicia Rodríguez Avila** - Mexico

“  
I found TSoM as  
an amazing option to  
study Digital Marketing.  
I was looking at their  
curriculum and they  
have the perfect  
mix of content and  
practical tools in Digital  
Marketing.”

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January 2021

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