



TAMWOOD CAREERS



DIGITAL MARKETING DIPLOMA & CERTIFICATE PROGRAMS

In this digital age, the world needs more digital marketers. These programs are designed and taught by working industry professionals to give you the skills and knowledge you need for marketing success. The Digital Marketing programs focus on the many channels of marketing in modern day business practices. Students will learn how to select the appropriate marketing channels and generate and curate tailored content that is meaningful for their target audiences.

Topics covered in these programs include digital marketing strategies, social media, search engine optimization, campaign management, e-mail marketing, content marketing, online advertisement, web analytics, principles of design and WordPress website management.

KEY FACTS

- Location: Vancouver
- Six intakes per year
- Programs offered:
 - Certificate program (24 weeks of study + 3 weeks of Capstone project)
 - Diploma program (24 weeks of study + 24 weeks paid Co-Op work experience)
- Teachers all have industry experience
- 20 hours/week of in-class study
- Option to work part-time in the study terms and full-time in the paid co-op work term
- Evening classes

GO BEYOND THE CLASSROOM

- Industry Guest Speakers
- Networking and Field Trips
- Project Based Applied Learning

TIME TABLE

	MON - THU	FRI
9:00 - 16:00	Free Time to Work	No Classes
16:00 - 21:00	Classes	Free Time to Work

DIGITAL MARKETING PROGRAMS



STUDY TERM START DATES

January 24, 2022
March 21, 2022
May 16, 2022
July 11, 2022
September 6, 2022 **
October 31, 2022
December 27, 2022*

WORK TERM START DATES*

July 11, 2022
September 5, 2022
October 31, 2022
December 26, 2022
February 20, 2023
April 17, 2023
June 12, 2023

*Applicable to Students attending Diploma program only.

** Tuesday due to holiday on the Monday.

- Marketing Coordinator
- Marketing Specialist
- Marketing Assistant
- Marketing Administration Coordinator
- E-commerce Marketing Coordinator
- Marketing Communications
- Digital Marketing Coordinator
- Digital Marketing Specialist
- Digital Media Coordinator

"In class we're learning business skills for the jobs of tomorrow. I like that our instructors teach the reality of the business world instead of just reading about it from a book."

– Yujin Park, Korea



ADMISSION REQUIREMENTS

- Minimum Age: 18
- Education: You have completed (graduated from) your final year of general / secondary level schooling (Toronto applicants must provide a copy of an Ontario Secondary School Diploma (OSSD) or has passed the Wonderlic Scholastic Level Exam with a Cut Score of 16.)
- English level: Students must demonstrate an intermediate level/Level 4 English with Tamwood Careers' online test and admission interview. The online test and interview are exempt if CEFR B1, IELTS 5, TOEFL iBT 52-64, Cambridge PET (Merit), Tamwood Language Centre's Level 4, or proof of successful completion of Tamwood Language Centre EAP 192 is presented.

Note: These minimum requirements cannot be waived by either the institution or the student.

VISA REQUIREMENTS

- Study Permit and Work Permit (work is an essential part of the program).
- Visit Canadian Citizenship and Immigration website to learn more about eligibility and application procedures for both study and work permits.

PUBLIC HOLIDAYS

School will be closed due to stat holidays

New Year	January 1
Family Day	February 21
Good Friday	April 15
Victoria Day	May 23
Canada Day	July 1
BC Day/ Civic Day	August 1
Labour Day	September 5
Thanksgiving Day	October 10
Remembrance Day	November 11 V W
Christmas	December 25 V W December 25, 26 T

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