

# DIGITAL & SOCIAL MEDIA MARKETING (DMM)

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## About the Program

This eight-month graduate certificate program explores the fundamental skills and knowledge needed to design, execute and evaluate digital and social media marketing strategies for a brand or organization.

Through hands-on learning in our student-run marketing agency and an optional work term, you will learn how to develop a marketing plan, curate branded content across a variety of digital and social platforms and interpret digital analytics to determine the effectiveness of campaigns. The program also explores current trends and emerging technologies in digital marketing, so you graduate ready to enter the rapidly evolving industry.

**Part-time option is available > (<https://www.senecapolytechnic.ca/ce/business/marketing-sales/digital-and-social-media-marketing.html>)**

## Credential Awarded

Ontario College Graduate Certificate

## Duration

2 Semesters (8 Months)

## Starts

Starts in September

## Program and Course Delivery

This program is offered in Seneca's hybrid delivery format with some courses available in Seneca's flexible delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

## Skills

Throughout this program you will develop the following skills:

- branding
- content creation
- social media strategies
- digital analytics
- influencer marketing
- search engine strategies
- market research
- digital literacy

## Work Experience

### Optional Work Term

Students meeting all academic requirements may have the opportunity to complete an optional work term(s) in a formal work environment. The

work term(s) is similar in length to an academic semester and typically involves full-time work hours that may be paid or unpaid. In programs with limited work term opportunities, additional academic requirements and a passing grade on a communication assessment may be required for eligibility. Eligibility for participation does not guarantee a work position will be secured. Additional fees are required for those participating in the optional work term stream regardless of success in securing a work position.

Review eligibility requirements for work-integrated learning (<https://www.senecapolytechnic.ca/employers/seneca-works/work-integrated-learning/eligibility.html>)

## Your Career

Graduates of the program can explore the following career options:

- Brand ambassador
- Community manager
- Content creator
- Content curator
- Digital content manager
- Digital marketing manager
- Marketing co-ordinator
- Social analytics manager
- Social media co-ordinator
- Social media manager
- Social media strategist

## Affiliations/Associations

This program is supported by the following partners:

- Salesforce (<https://www.salesforce.com/ca/?ir=1>): Seneca is one of the first postsecondary institutions in North America to provide students with a competitive edge by integrating the Salesforce training into our Digital & Social Media Marketing program. You will learn the ins-and-outs of Salesforce.com (<https://www.salesforce.com/ca/>)'s industry-leading social media marketing applications. Upon graduation, you will be eligible to write the Salesforce Marketing Cloud certification exam.
- Hootsuite (<https://www.hootsuite.com/>): As a student of this program, you will also be enrolled in Hootsuite Academy. Upon completion of the Hootsuite Platform Training courseware, you may graduate with a Hootsuite Platform Certification.
- Ahrefs (<https://ahrefs.com/>): Upon graduation, students will be able to use Ahrefs, a digital marketing (SEO) intelligence tool and perform various tasks such as keyword research, competitor analyses, content gap analyses, content audits, SEO technical analyses and backlink audits. Ahrefs follows new tendencies in the world of SEM and SEO so that new grads will be fully equipped with the latest updates and features to utilize in their work.
- Canadian Marketing Association (CMA) (<https://www.the-cma.org/>): The Canadian Marketing Association is the voice of marketing professionals in Canada. With more than 400 members, the CMA represents leaders across the corporate, not-for-profit, public, postsecondary and health sectors. The CMA provides a forum for members to engage in thought leadership discussions, participate in

professional development offerings and contribute to an environment where consumers are protected and businesses can thrive.

- American Marketing Association (AMA) (<https://www.ama.org/>): The American Marketing Association is the essential community for marketers and is committed to promoting the highest standard of the professional ethical norms and values for its members (practitioners, academics and students).

## Our Seneca Agency

Seneca's student-run agency, Studio 67, gives students the opportunity to put theory into practice by working directly with clients on marketing and media projects. You will apply the concepts learned in your courses to design, pitch and execute strategies with real organizations. With this hands-on experience in your repertoire and on your resumé, you will graduate industry ready.

Discover Studio 67 (<https://www.senecapolytechnic.ca/school/faculty-of-communication-art-and-design/school-of-marketing/marketing-agency.html>)

## Program of Study

Course Code	Course Name	Weekly Hours
<b>Semester 1</b>		
DMM101	Digital and Social Media Strategies	3
DMM102	Consumer Behaviour for Digital Marketing	4
DMM103	Search Engine Strategies	3
DMM104	Technical Skills for Digital and Social Media	3
DMM105	Content Marketing Management	4
DMM106	Managing Web Design and Development for Digital Marketing	3
MKM706	Marketing Fundamentals	4
<b>Semester 2</b>		
DMM200	Content Creation - Words and Pictures	3
DMM201	Content Creation - Audio and Video	3
DMM202	Internet Market Research	3
DMM203	Data and Analytics for Digital and Social Media Marketing	4
DMM204	Influence Based Marketing	3
DMM205	Digital and Social Media Marketing Capstone	6
MRK718	Presenting Complex Material	3
WTP100	Work Term Preparation *	1
<b>Work-Integrated Learning Term</b>		
DMM441	Digital and Social Media Marketing, Work Term *	1

\* Work-Integrated Learning option only

## Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Create and implement a digital and social media plan that aligns to a brand's overall business objectives.
- Develop, curate, and post branded content on a variety of digital and social media platforms to meet stated objectives within a Digital Media Plan.
- Interpret digital and social media analytics, trends, tools, and activities to determine the effectiveness of various strategies.
- Develop effective communication and interpersonal strategies to foster collaboration, diversity and inclusion within digital and social media project teams.
- Develop strategies to establish, moderate, foster and support online communities that drive community members to become brand ambassadors.
- Evaluate audience behaviour patterns in order to generate digital and social strategies that engage towards conversion.
- Develop online content that follows brand guidelines, ethical standards and Canadian legal requirements.
- Evaluate current trends and emerging technologies in digital marketing to inform planning and ongoing effectiveness

## Admission Requirements

- Ontario university or college degree or college diploma or equivalent. Applicants with an equivalent combination of partial postsecondary and/or three to five years related work experience may be considered for admission. A relevant resumé and references must be provided.
- English proficiency (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/english-proficiency.html>) for graduate certificates

Canadian citizens or permanent residents educated outside of Canada must provide a World Education Services (WES) or ICAS Canada credential evaluation.

## International Student Information

International admissions requirements vary by program and in addition to English requirements (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html>), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada ([senecapolytechnic.ca](https://www.senecapolytechnic.ca)) (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html>).

## Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (<https://www.senecapolytechnic.ca/pathways.html>) web page.

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