



Administration and Management Technology- Digital Marketing (profile 410.GN)

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	Duration 3 years (6 or 7 semesters, 2535 hours)		Schedule Full-time Daytime		Languages of Instruction English, French		Method of Instruction On-campus, Online
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Master the strategies that drive businesses online: digital advertising, content marketing, social media, and SEO optimization. Learn how to analyze data, create impactful content, target audiences, and optimize campaigns to maximize engagement and results. With a strong focus on practical application, this program immerses you in a digital and multicultural environment, preparing you to effectively support managers and advise clients. Make digital marketing your future today!

Career Prospects

Employment prospects for advertising, marketing and public relations professionals (NOC 11202) in Quebec are expected to be good from 2023 to 2025.

The field of digital marketing is expanding in Canada and Quebec due to the growth of the digital economy and the demand for specialists in digital strategy. Students can expect to find numerous job opportunities in this dynamic sector, where skills in SEO, online advertising, data analysis, and user experience are especially in demand.

Career Fields

- Marketing and consulting firms
- Marketing departments in private, public or para-public organizations
- Business firms and associations
- Government agencies
- Public interest and community groups
- Museums, art galleries and cultural institutions
- Independent or freelance consulting

Opportunities

Our unique approach incorporates real-world experience with classroom learning for hands-on, practical education.

- Collaborate with active industry professionals;
- Sharpen skills in a practical setting;
- Create a portfolio tailored to your career objectives.

Cutting-edge Facilities and Equipment

Experiment with cutting-edge, industry-standard equipment, software, and technology in our advanced facilities, including:

- Computer lab,
- Fully equipped photo studio,
- FLEX classrooms,
- Active learning classrooms,
- And many others!

Diploma and Accreditation

This Diploma of College Studies (DCS) is approved by the ministère de l'Enseignement supérieur of Québec and is internationally recognized.

Holders of a Diploma of College Studies (DCS) can pursue university studies or enter the workforce directly.

Work Experience

Our Business Management (Profile in Digital Marketing) program also includes a **120-hour internship** as part of the curriculum.

For this program, you'll
need to use your own
computer equipment.

[SEE REQUIREMENTS](#)



Tuition and Aid

Estimate the cost
of your studies
in 4 easy steps.


[CALCULATE MY FEES](#)

Admissions Criteria

Exceptions to these admission criteria may be applied.

Every application is reviewed by the College.

To be eligible for acceptance into this program, applicants are generally required to meet one of the following criteria:

- Secondary School Diploma (SSD) with completion of:
- Mathematics CST 4 (or Math 436).
- Diploma of Vocational Studies (DVS) with completion of:
- Language of Instruction from Secondary 5,
- Second Language from Secondary 5,
- Mathematics CST 4 (or Math 436).

List of Courses

Diploma of College Studies (DCS) programs consist of:

- General education courses common to all programs,
- General education courses specific to the program,
- Complementary general education courses.

General Education Courses

College-level institutions emphasize general education that focuses on core cultural knowledge, skill development, responsible citizenship, and shared cultural heritage.

Alumni have a well-rounded skill set and general knowledge that is valued in the workplace.

- 3 Physical Education courses (90h)
- 3 Humanities courses (150h)
- 4 Language and Literature courses (240h)
- 2 Second Language courses (90h)
- 2 Complementary courses (90h)
(depending on eligibility, 1 French Literature course)

Concentration Courses

You must take 2 concentration courses in French.

- Career Planning (45h)
- Organizational Communication (45h)
- Data Management Tools (45h)
- Research Methodologies and Consumer Psychology (60h)
- Law and Policies in the Digital Era (45h)
- Accounting and Digital Environment (60h)
- Marketing Foundations and Digital Basics (60h)
- Corporate Accounting and Web Applications (60h)
- Human Resources and Human Innovation (60h)
- Digital Environment (45h)
- Organizational Management (60h)
- Budget Planning and Control (60h)
- Team Management and Creative Thinking (45h)
- Website Creation and Management (60h)
- Writing, Catalog and Product Marketing (45h)
- Customer Service and customer retention (45h)
- Finance 1: Performance Indicators and Financing (45h)
- Enterprise Legal Environment (45h)
- Strategic Marketing and Digital (60h)
- Operations Management and Logistics (75h)
- Web Data Analysis and Analytics (60h)
- Monitoring Activities and Performance Measures (60h)
- Business English (60h)
- Visual Design of User Interface (UI) (60h)
- Supplier Relationship Management and Procurement (60h)
- Ethics, Sustainable Development and Cultural Adaptation (60h)
- Customer Experience and Consumer Psychology (60h)
- Search engine optimization (SEO) (60h)
- Advertising Marketing and Search Marketing (60h)
- Workplace Internship (120h)
- Project Management (45h)
- Final project: Digital marketing plan (60h)
- International Transactions and Cultural Adaptation (45h)

* The College reserves the right to substitute some courses.