



	Duration 2 years, 4 semesters, or 3 years, 6 semesters 1740 hours		Schedule Full-time Daytime		Languages of Instruction English, French		Method of Instruction On-campus
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Consider adding an AEC in Digital Marketing and E-Commerce to your academic path. Picture yourself leading a high-performing team, consistently exceeding sales targets, promoting products with impact, and delivering outstanding customer service. Enter the job market with confidence through this training and take on a variety of professional roles and responsibilities, from sales team management to sales representation.

Career Prospects

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Career Fields

- Advertising agent
- Media relations agent
- Marketing consultant
- Advertising consultant
- Media coordinator
- Marketing coordinator
- E-commerce business analyst
- Digital strategy advisor
- Customer and user experience specialist

Diploma and Accreditation

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

ACS programs are part of continuing education and destined primarily for adults seeking to add value to their skill set or reorient their career.

A student without a Certificate of eligibility (CEO) who begins an ACS program in English will be required to demonstrate sufficient knowledge of French, as defined by the regulations of the Ministère de la Langue française, in order to graduate.

Admissions Criteria

Exceptions to these admission criteria may be applied.

Every application is reviewed by the College.

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

- Have completed the course Mathematics Secondary IV CST or 436; and
- Have interrupted their full-time studies for at least two (2) consecutive semesters or one (1) full school year; or
- Have followed post-secondary studies for a period of at least one (1) year; or
- Have a Secondary School Diploma (DES) or a Diploma of Vocational Studies (DVS), and the program allows them to receive a technical training that is not available in a DCS program; or
- Have an equivalent education or an instruction deemed sufficient and meet the admission criteria set for college studies.

Montréal
2000, Sainte-Catherine Street West - 514 939-2006

Laval
1595 Daniel-Johnson Blvd. Suite 200 - 514 939-2006

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

[SEE REQUIREMENTS](#)





List of Courses

ACS programs are based on DCS program curricula, but do not have general education courses like French, English, or Philosophy.

Concentration Courses

- Career Planning (45 h)
- Organizational Communication (45 h)
- Data Management Tools (45 h)
- Research Methodologies and Consumer Psychology (60 h)
- Legal Aspects of E-commerce and Digital Marketing (45 h)
- Accounting (60 h)
- Marketing Foundations and Digital Basics (60 h)
- Organizational Management (60 h)
- Human Resources and Human Innovation (60 h)
- Digital Environment (45 h)
- Website Creation and Management (60 h)
- Customer Service and customer retention (45 h)
- Français des affaires (60 h)
- Strategic Marketing and Digital (60 h)
- Web Data Analysis and Analytics (60 h)
- Budget Planning and Control (60 h)
- Writing, Catalog and Product Marketing (45 h)
- Search engine optimization (SEO) (60 h)
- Operations Management and Logistics (75 h)
- Business Model: e-Commerce (60 h)
- Advertising Marketing and Search Marketing (60 h)
- Monitoring Activities (60 h)
- Advanced e-Commerce Platform Management (60 h)
- Visual Design of User Interface (UI) (60 h)
- Supplier Relationship Management and Procurement (60 h)
- Customer Experience and Consumer Psychology (60 h)
- International Transactions (45 h)
- Project Management (45 h)
- Final Project (60 h)
- Workplace Internship (120 h)

* The College reserves the right to substitute some courses.