



Certificate in Digital and Strategic Marketing

Detailed Program Curriculum

Program Code DSM1

Program Description

The *Certificate in Digital and Strategic Marketing* program provides a comprehensive overview of modern marketing practices with a strong focus on digital strategies and tools. The program consists of ten courses that cover foundational and advanced topics in marketing, including branding, audience analysis, marketing strategy, and ethical considerations. The final course of the program will provide students with the knowledge they need to enter the workforce confidently.

Students will gain practical knowledge and hands-on experience in areas such as search engine optimization (SEO), pay-per-click advertising (PPC), content creation, and social media marketing. Additional courses explore the fundamentals of strategic web design and e-commerce, CRM marketing automation, public relations, and influencer marketing. Each course includes structured activities, assessments, and a final project designed to reinforce learning and simulate real-world marketing scenarios.

Throughout the program, learners will work with industry-standard platforms such as Google Ads, WordPress, Google Analytics, and marketing automation tools. The curriculum emphasizes both technical skills and strategic thinking, enabling students to design, execute, and measure the effectiveness of integrated marketing campaigns across multiple digital channels.

Upon completion, students will have a thorough understanding of current marketing technologies, trends, and best practices, as well as a portfolio of applied work that demonstrates their skills in digital marketing environments.

Career Occupation

This program is intended to prepare a student for the following occupations:

- Digital Marketing Specialist
- Social Media Manager
- Content Marketing Coordinator
- SEO Specialist
- PPC Campaign Manager
- eCommerce Marketing Coordinator
- Communications Coordinator
- CRM & Automation Coordinator
- Influencer Marketing Coordinator
- Marketing Specialist / Professional

Program Learning Objectives

Upon successful completion of the Certificate in Digital and Strategic Marketing program, the student will be able to:

- demonstrate effective study habits, time management, communication skills, and digital literacy to support success in an online learning environment,
- apply personal financial planning principles, including budgeting, credit management, investment basics, and financial goal setting, to support long-term personal and professional success,
- explain core marketing principles, ethical responsibilities, and the strategic role of marketing across digital and traditional channels,
- conduct audience research and develop buyer personas to inform targeted marketing strategies,
- plan, execute, and evaluate digital marketing campaigns using a variety of tools, including SEO, PPC, email marketing, and social media platforms,
- create clear, accessible, and persuasive digital content tailored to different formats, platforms, and audience needs,
- design and optimize websites and landing pages with attention to user experience, SEO, analytics, and e-commerce functionality,
- implement marketing automation through CRM platforms, including data segmentation, customer journey mapping, and automated workflows,
- analyze marketing performance using tools such as Google Analytics and other reporting platforms to assess traffic, conversions, and campaign ROI,
- apply principles of public relations, crisis communication, and reputation management in both traditional and digital contexts,

- collaborate with influencers, develop outreach strategies, and manage ethical partnerships that align with brand identity and audience trust,
- demonstrate the ability to integrate content, platforms, and analytics into cohesive, multi-channel marketing strategies, and
- develop the skills, mindset, and professionalism needed to pursue career goals, adapt to workplace demands, and succeed in diverse and evolving employment environments.

Admission Requirements

Prior to admission, applicants must have:

- Grade 12 diploma or equivalent.
- 19 years of age or older by the start of your program. If the applicant is under 19 years of age, a parent or guardian must sign on the applicant's behalf.
- A copy of a government-issued piece of photo identification, such as a driver's license, passport or other, which shows the student's date of birth.
- Distance learning students must have a PC (Mac or Windows-based) with minimum computer requirements and internet access (high speed is recommended) as highlighted under the Computer Requirements section.
- Typing test confirming that applicants meet our minimum typing speed of 40 nwpm (net words per minute).
- Language Proficiency Requirements must be met as outlined below.

Language Proficiency Requirements

Prior to admission, applicants must meet at least one of the following English language proficiency requirements:

1. Education

A) Secondary Education

Evidence of three (3) years of full-time secondary education (Grades 8-12), or two (2) years if the grades are 10, 11, or 12, has been successfully completed where English is the principal language of instruction.

OR

B) Post-Secondary Education

Evidence of two (2) years of full-time post-secondary education has been successfully completed where English is the principal language of instruction.

OR

2. Assessment

By achieving a recognized standardized language test/assessment.

- International English Language Testing System (IELTS) Academic: minimum overall score of 5.5
- Test of English as a Foreign Language (TOEFL) IBT: minimum overall score of 46
- Canadian Academic English Language Assessment (CAEL): minimum overall score of 40
- Canadian English Language Proficiency Index Program (CELPPI): Listening 6, Speaking 6, Reading 5, and Writing 5
- Duolingo English Test (DET): minimum overall score of 95
- Pearson Test of English (PTE) Academic: minimum overall score of 43
- Cambridge English Qualifications: B2 First exam (FCE): minimum overall score of 160 or 'C'
- Cambridge Linguaskill: minimum overall B2 level
- LANGUAGECERT Academic: minimum overall B2 level
- The Michigan English Test (MET): minimum overall B2 level
- iTEP Academic: minimum overall score of 3.5
- EIKEN: minimum placement of Grade Pre-1

Instructors and Educational Assistants

All instructors and educational assistants at CanScribe Career College are experienced professionals who bring a wealth of industry knowledge and instructional expertise to the learning environment. Committed to student success, our team provides ongoing support throughout the program to ensure each learner has the guidance and resources needed to achieve their academic goals.

This program is designed to be self-paced, allowing students to progress according to their individual schedules. Throughout the program, learners will have access to comprehensive support services, including instructional assistance, Student Services, and technical support, providing a supportive online learning experience for every student.

Required Textbooks, Reference Materials, and Industry Platforms

Upon enrollment, students will gain access to the required textbooks for each individual course. Textbooks will be used for course readings, activities, and tests, except where referenced separately. At the start of each course, students will be given an access code that will be redeemed through VitalSource. Specific textbook titles are provided in each course outline. Students are not required to purchase books independently – all textbooks are included in the program fees and will be provided to students.

Enriched Academy is an external platform to which students will have portal access during school and post-graduation. Students will be provided with a link and login information when they begin the Personal Financial Planning course.

Microsoft Office Suite is a software package to be used in routine tasks throughout the program. Students are required to have the Microsoft Office suite installed on their computer before enrollment. There are multiple mandatory assignments throughout the program that will require the use of the Office suite.

Computer Requirements

A computer is required for the entire program. Computer requirements are as follows:

- Access to high-speed internet
 - o Minimum download speed of 15 mbps
 - o Minimum upload speed of 10 mbps
- A minimum of 8 gigabytes of RAM (Random Access Memory)
- For Windows Operating Systems:
 - o Windows 10 or newer
 - o Google Chrome or Firefox
- For Mac:
 - o Mac OS X Yosemite or newer
 - o Google Chrome, Firefox, or Safari

Method of Evaluation

The Certificate in Digital and Strategic Marketing program consists of 13 courses that each contribute to the final program grade, as shown below. Each course has its own individual method of evaluation, which may include assignments, quizzes, exams, or projects, depending on the course content and learning objectives. Detailed evaluation criteria is provided below in each course outline. Students have access to a grade book through the LMS. This tool allows students to access their grades throughout their program.

1. Student Success Essentials	2.5 %
2. Personal Financial Planning	2.5 %
3. Principles of Marketing	9 %
4. Digital Marketing Fundamentals	9 %
5. Social Media Marketing Strategies	9 %
6. Strategic Web Design and e-Commerce	9 %
7. Writing Digital Media Content	9 %
8. Search Engine Optimization Marketing	9 %
9. PR Strategy & Communication	9 %
10. CRM Marketing Automation	9 %
11. Pay Per Click Advertising	9 %

12. Influencer Marketing Fundamentals	9 %
13. Career Readiness	5 %
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TOTAL	100%

Graduation Requirements

To meet the graduation requirement for the Certificate in Digital and Strategic Marketing program, the student must have achieved an overall grade of C+ (65% or higher) to pass. Students must successfully complete each individual course in order to qualify for graduation. The following table denotes CanScribe's Final Grade Percentages:

A+	95 – 100%	Dean's List
A	90 – 94%	High Honors
A-	85 - 89%	Honors
B+	80 – 84%	Merit
B	75 – 79%	
B-	70 – 74%	
C+	65 – 69%	Graduated
C	60 – 64%	
C-	55 – 59%	
D	50 – 54%	
F	Below 50%	

Program Timeline

Upon enrollment, each student is provided with a personalized timeline, including completion dates, to guide and assist with time management within the program. Students proceed at their own pace and are required to complete the program in 8 months (35 weeks). An example of the basic timeline is as follows:

Course	Estimated Hours to Complete	Estimated Days to Complete
Student Success Essentials	5	1
Personal Financial Planning	25	7
Principles of Marketing	50	14
Digital Marketing Fundamentals	55	16
Social Media Marketing Strategies	55	16
Strategic Web Design and e-Commerce	125	36
Writing Digital Media Content	50	14
Search Engine Optimization Marketing	65	19
PR Strategy & Communication	55	16
CRM Marketing Automation	55	16
Pay Per Click Advertising	55	16
Influencer Marketing Fundamentals	55	16
Career Readiness	50	14
Total Hours	700	200

Milestones

Milestones are key check-in points that occur three times during the program, each triggered when a student reaches a specific stage of their progression. At each milestone, students are invited to complete a brief survey reflecting on their experience and progress. A member of the instructional team reviews the survey and follows up with the student to offer support, address any questions or concerns, and ensure they are on track to meet program expectations. If a student does not complete the survey, instructors will still reach out to check in. Students are encouraged to connect with instructors at any point during the program for additional guidance or assistance.

Additional Information

CanScribe College is committed to the highest standards of academic integrity and honesty. Students are urged to avoid any behaviour which could potentially result in suspicions of cheating, plagiarism, misrepresentation of facts and/or participation in an offence. Academic dishonesty is a serious offence and can result in suspension or dismissal from the program. Please see further details under the **Appropriate Conduct/Dismissal Policy** section in the CanScribe Student Handbook.

Extensions

Students may be able to extend their program by purchasing extensions if they have not been dismissed or withdrawn from the program. Eligible students can purchase 1-month and 3-month extension blocks. Extensions are always retroactive to the student's latest contract (or amended contract) end date. Extensions are not eligible for T2202 tax receipts.

Referrals

Referral rewards will be paid to a referring party for a student's enrolment if the enrolment meets specific criteria. The referrer must be noted on the student contract before the program start date. Referral rewards will be paid to the referee once the student has completed 50% of the program.

Course Surveys

At the end of each course, students are encouraged to complete a brief course survey to share their learning experience. The survey includes questions related to course instructions, learning activities, materials and resources, and instructor support. Students are welcome to provide comments, and all feedback, positive or constructive, is appreciated. To help CanScribe address any concerns efficiently, we encourage students to include their email contact information when submitting the survey. Feedback collected through these surveys is a valuable tool in our continuous effort to enhance the quality and effectiveness of the program.

Program Outline

Student Success Essentials

Course Code: SSES1001

Prerequisites: There are no prerequisites for this course.

Learning Objectives: Upon successful completion of this course, students will be able to describe key expectations and responsibilities of an online college learner and apply time management and organizational techniques to plan their studies. Students will identify their preferred learning strategies and implement effective study techniques. Additionally, they will learn to communicate professionally with instructors and peers in an online setting, navigate key digital tools used in online learning, prepare for assessments and demonstrate academic integrity, and adopt strategies to manage stress, stay motivated, and maintain a growth mindset. Finally, students will develop a personal plan for ongoing online learning success.

Required Course Materials: There are no additional materials required for this course.

Length: 5 hours

Credits: This is a non-credit course.

Teaching Methods: Online, self-directed learning through LMS using written content, videos, activities, and exams. Instructional assistance is available when required via email, phone, or live chat.

Method of Evaluation: This course is evaluated based on completion on all material. Students must complete all requirements of the course to receive a grade.

Completion Requirement: View all course material, complete activities, and complete the course feedback survey.

Course Outline:

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|--|--|
| 1.0 Welcome to Online Learning | 4.0 Time Management and Organization |
| 2.0 Technology and Digital Skills | 5.0 Learning Strategies for Online Students |
| 3.0 Communication and Support in Online Learning | 6.0 Test-Taking Skill and Academic Integrity |

Personal Financial Planning

Course Code: BUAA3131

Prerequisites: SSES1001 Student Success Essentials

Learning Objectives: In this course, the student will develop their knowledge and personal financial planning skills. This includes assessing the value of money and creating a clear foundation for better financial awareness. Students will identify what credit and credit history are and how they are built and managed. Further, students will analyze student loans before and after graduation, budgeting and managing their payments. Students will be able to explain the stock market and how to apply investing skills. Students will define various savings practices, such as the TFSA (Tax-Free Savings Account) and RRSP (Registered Retirement Savings Plan), and how to set up and handle them successfully. Students will identify real estate investment and the industry of financial advisors. This course will guide the student in mastering their career and protecting their personal brand.

Required Course Materials: Students will access their course material through Enriched Academy. Access to Enriched Academy will be granted through the LMS at the start of this course.

Length: 25 hours

Credits: This is a non-credit course.

Teaching Methods: Online, self-directed learning through LMS using written content, videos, and activities. Instructional assistance is available when required via email, phone, or live chat.

Method of Evaluation: This course is evaluated based on completion on all material. Students must complete all requirements of the course to receive a grade.

Completion Requirement: View all course material, complete required readings, and attempt chapter quizzes.

Course Outline:

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|---|---------------------------------------|
| 1.0 Money Myths | 8.0 Investment Properties |
| 2.0 Understanding Credit | 9.0 Retirement Planning |
| 3.0 How to Manage Student Loans | 10.0 The Industry of Financial Advice |
| 4.0 Where Are You Today? | 11.0 Career Mastery |
| 5.0 Beginner's Stock Market Investing Systems | 12.0 Leveraging Equity |
| 6.0 Advanced Stock Market Investing Systems | 13.0 Private Lending |
| 7.0 TFSA vs. RRSP | |

Principles of Marketing

Course Code: MKTG1011

Prerequisites: SSES1001 Student Success Essentials and BUAA3131 Personal Financial Planning

Learning Objectives: Upon successful completion of this course, students will be able to explain key marketing principles and ethical responsibilities and apply strategies to build strong customer relationships. They will create data-driven buyer personas, map customer journeys, and understand the role of marketing in product development. Students will identify elements of brand identity, develop marketing strategies, and plan effective campaigns across digital and traditional channels. They will explore pricing models, brand value, influencer collaboration, and scalable marketing practices. Finally, students will recognize the importance of data and analytics in optimizing marketing efforts.

Required Course Materials: Students will utilize the textbook *Principles of Marketing, First Edition* by David Shaw and Alex Strauss, accessed through VitalSource. An access code will be provided to students at the start of the course.

Length: 50 hours

Credits: 3 credits

Teaching Methods: Online, self-directed learning through LMS using written content, videos, activities, and exams. Instructional assistance is available when required via email, phone, or live chat.

Method of Evaluation: Students will be evaluated in this course through a combination of chapter activities (15%), a midterm exam (25%), a final exam (30%), and a final project (30%). Chapter activities provide regular opportunities to apply key concepts in a practical context. The midterm and final exams will assess students' understanding of the material, and the final project will require students to apply their learning to a real-world scenario. To pass this course, students must achieve a minimum grade of 65%.

Completion Requirement: To complete this course, students must view all course material, complete required readings, attempt all chapter activities/quizzes, the midterm and final exam, and submit their final project.

Course Outline:

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|---------------------------------|-----------------------------------|
| 1.0 Marketing Fundamentals | 3.0 Products and Services |
| 2.0 Opportunities and Customers | 4.0 Purchase and Brand Experience |

5.0 Strategies and Planning
6.0 Price and Value

7.0 Growth and Scalability
8.0 Analytics and Optimization

Digital Marketing Fundamentals

Course Code: MKTG1021

Prerequisites: MKTG1011 Principles of Marketing

Learning Objectives: Upon successful completion of this course, students will be able to identify the key components of brand identity and explain the importance of a Unique Selling Proposition (USP). They will analyze audience demographics, distinguish between different types of marketing reach, and compare online and offline marketing approaches. Students will define various marketing goals, evaluate their significance, and use analytics to assess goal achievement. They will gain foundational knowledge of search engine optimization (SEO), pay-per-click (PPC) advertising, and domain marketing. Students will be able to write effective website copy and understand the content creation process. They will evaluate the use of different social media platforms for marketing and consider the ethical and legal aspects of influencer marketing. Additionally, students will learn to design email marketing campaigns and interpret key performance metrics. Finally, they will differentiate between budgeting objectives and realities and understand the essential components of a marketing budget.

Required Course Materials: Students will utilize the textbook *Digital Marketing Fundamentals, Third Edition* by Shawn Moore, accessed through VitalSource. An access code will be provided to students at the start of the course.

Length: 55 hours

Credits: 3 credits

Teaching Methods: Online, self-directed learning through LMS using written content, videos, and activities. Instructional assistance is available when required via email, phone, or live chat.

Method of Evaluation: Students will be evaluated in this course through a combination of chapter activities (15%), a midterm exam (25%), a final exam (30%), and a final project (30%). Chapter activities provide regular opportunities to apply key concepts in a practical context. The midterm and final exams will assess students' understanding of the material, and the final project will require students to apply their learning to a real-world scenario. To pass this course, students must achieve a minimum grade of 65%.

Completion Requirement: To complete this course, students must view all course material, complete required readings, attempt all chapter activities/quizzes, the midterm and final exam, and submit their final project.

Course Outline:

1.0 The Importance of Brand
2.0 Audience and Reach
3.0 Goals and Analytics
4.0 Domain Names

5.0 Keyword Research
6.0 Online Marketing
7.0 Email Marketing
8.0 Budgeting

Social Media Marketing Strategies

Course Code: MKTG1031

Prerequisites: MKTG1011 Principles of Marketing

Learning Objectives: Upon successful completion of this course, the students will be able to develop a comprehensive understanding of social media marketing, including goal setting, buyer personas, platform selection, and best practices. They will be able to create and manage paid and organic campaigns across major platforms such as Facebook, YouTube, Instagram, TikTok, and Twitter using platform-specific strategies and tools. Students will also be able to align social media channels, including LinkedIn, Yelp, and Pinterest, with campaign objectives and apply influencer marketing techniques. Additionally, they will be equipped to manage brand presence across social media, with attention to budgeting, optimization, performance reporting, and ethical considerations.

Required Course Materials: Students will utilize the textbook *Social Media Marketing Strategies, First Edition* by David Shaw, accessed through VitalSource. An access code will be provided to students at the start of the course.

Length: 55 hours

Credits: 3 credits

Teaching Methods: Online, self-directed learning through LMS using written content, videos, and activities. Instructional assistance is available when required via email, phone, or live chat.

Method of Evaluation: Students will be evaluated in this course through a combination of chapter activities (15%), a midterm exam (25%), a final exam (30%), and a final project (30%). Chapter activities provide regular opportunities to apply key concepts in a practical context. The midterm and final exams will assess students' understanding of the material, and the final project will require students to apply their learning to a real-world scenario. To pass this course, students must achieve a minimum grade of 65%.

Completion Requirement: To complete this course, students must view all course material, complete required readings, attempt all

chapter activities/quizzes, the midterm and final exam, and submit their final project.

Course Outline:

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|---|---|
| 1.0 Social Media Marketing Fundamentals | 5.0 TikTok Marketing Strategies |
| 2.0 Facebook Marketing Strategies | 6.0 Twitter Marketing Strategies |
| 3.0 YouTube Marketing Strategies | 7.0 Influencers and Additional Channels |
| 4.0 Instagram Marketing Strategies | 8.0 Social Media Management |

Strategic Web Design and e-Commerce

Course Code: MKTG2011

Prerequisites: MKTG1021 Digital Marketing Fundamentals and MKTG1031 Social Media Marketing Strategies

Learning Objectives: Upon successful completion of this course, students will be able to apply project management principles and follow the website planning process to design functional, search engine-friendly lead generation and e-commerce websites. They will understand web design roles, tools, and skills, and become familiar with web publishing fundamentals and platform options. Students will set up websites with foundational SEO, integrate social media effectively, and utilize business and geographic listings as marketing tools. They will recognize the importance of content marketing and use various channels to distribute content, including writing blog posts and social media content. Students will incorporate graphic design principles and multimedia elements such as images and video into web content. They will explore website, asset, and data security, and become familiar with CRM systems, automation tools, and plug-ins. Learners will understand how to build or enhance e-commerce websites, integrate accounting and payment systems, and use platforms like Shopify. They will also explore affiliate programs and other off-site marketing channels. Finally, students will use analytics to monitor website performance, produce reports, and apply A/B testing to optimize web design decisions.

Required Course Materials: Students will utilize the textbook *Strategic Web Design & e-Commerce, First Edition* by Shawn Moore and Adam Wilkins, accessed through VitalSource. An access code will be provided to students at the start of the course.

Length: 125 hours

Credits: 8 credits

Teaching Methods: Online, self-directed learning through LMS using written content, videos, and activities. Instructional assistance is available when required via email, phone, or live chat.

Method of Evaluation: Students will be evaluated in this course through a combination of chapter activities (15%), a midterm exam (25%), a final exam (30%), and a final project (30%). Chapter activities provide regular opportunities to apply key concepts in a practical context. The midterm and final exams will assess students' understanding of the material, and the final project will require students to apply their learning to a real-world scenario. To pass this course, students must achieve a minimum grade of 65%.

Completion Requirement: To complete this course, students must view all course material, complete required readings, attempt all chapter activities/quizzes, the midterm and final exam, and submit their final project.

Course Outline:

- | | |
|---------------------------------------|--|
| 1.0 Lay a Strategic Foundation | 5.0 Build an e-Commerce Site |
| 2.0 Build a Lead Generation Site | 6.0 Explore Other e-Commerce Platforms |
| 3.0 Create Effective Content | 7.0 Run Analytics and Maintenance |
| 4.0 Enhance Security and Integrations | |

Writing Digital Media Content

Course Code: MKTG2021

Prerequisites: MKTG1021 Digital Marketing Fundamentals and MKTG1031 Social Media Marketing Strategies

Learning Objectives: Upon successful completion of this course, students will be able to write clear, accessible digital copy that supports screen reading and meets the needs of specific target audiences. They will identify appropriate digital marketing channels and structure content using headlines, sub-headlines, body copy, and calls to action (CTAs). Students will use both online and offline research to generate ideas and apply the writing process—brainstorming, outlining, drafting, and editing—to produce engaging and goal-oriented content. They will edit for clarity and marketing effectiveness and collaborate using digital writing and editing tools. Learners will create and adapt content for webpages, landing pages, PPC ads, press releases, white papers, email marketing campaigns, and social media platforms, with attention to SEO, design, and layout. Students will also explore content creation for video platforms, including scripting for vlogs, testimonials, and ads. Finally, they will recognize the importance of maintaining brand and messaging continuity across all digital marketing channels.

Required Course Materials: Students will utilize the textbook *Writing Digital Media Content* by Rebecca Saloustros, accessed through VitalSource. An access code will be provided to students at the start of the course.

Length: 50 hours

Credits: 3 credits

Teaching Methods: Online, self-directed learning through LMS using written content, videos, and activities. Instructional assistance is available when required via email, phone, or live chat.

Method of Evaluation: Students will be evaluated in this course through a combination of chapter activities (15%), a midterm exam (25%), a final exam (30%), and a final project (30%). Chapter activities provide regular opportunities to apply key concepts in a practical context. The midterm and final exams will assess students' understanding of the material, and the final project will require students to apply their learning to a real-world scenario. To pass this course, students must achieve a minimum grade of 65%.

Completion Requirement: To complete this course, students must view all course material, complete required readings, attempt all chapter activities/quizzes, the midterm and final exam, and submit their final project.

Course Outline:

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|---|--|
| 1.0 Writing Principles for Digital Media | 5.0 Write for Online Advertising |
| 2.0 Strategic Content Structure | 6.0 Write for Email Marketing |
| 3.0 Digital Media Writing and Collaboration | 7.0 Write for Web Video and Social Media |
| 4.0 Write for Websites and SEO | 8.0 Cross-Channel Continuity |

Search Engine Optimization Marketing

Course Code: MKTG2031

Prerequisites: MKTG1021 Digital Marketing Fundamentals and MKTG1031 Social Media Marketing Strategies

Learning Objectives: Upon successful completion of this course, students will be able to explain the evolution of internet search and describe how modern search engine optimization (SEO) ranking systems operate. They will evaluate how search engines interact with various platforms and social media, and conduct audience needs assessments to inform SEO strategies. Students will research, select, and monitor keywords and identify the qualities of high-performing content from an SEO perspective. They will consider site architecture, URL structure, and geographic targeting when optimizing for search visibility. Learners will optimize webpages for web crawlers, taking into account multimedia, readability, and internal linking, and will develop an SEO checklist for ongoing site improvement. Students will also optimize off-page elements such as backlinks, directories, and landing pages, and identify unethical "black hat" SEO tactics. They will use common analytics tools to support SEO maintenance, analyze performance metrics such as traffic, rankings, and conversions, and understand various professional roles within the SEO industry.

Required Course Materials: Students will utilize the textbook *Search Engine Optimization Marketing* by Rebecca Saloustros and David Shaw, accessed through VitalSource. An access code will be provided to students at the start of the course.

Length: 65 hours

Credits: 4 credits

Teaching Methods: Online, self-directed learning through LMS using written content, videos, and activities. Instructional assistance is available when required via email, phone, or live chat.

Method of Evaluation: Students will be evaluated in this course through a combination of chapter activities (15%), a midterm exam (25%), a final exam (30%), and a final project (30%). Chapter activities provide regular opportunities to apply key concepts in a practical context. The midterm and final exams will assess students' understanding of the material, and the final project will require students to apply their learning to a real-world scenario. To pass this course, students must achieve a minimum grade of 65%.

Completion Requirement: To complete this course, students must view all course material, complete required readings, attempt all chapter activities/quizzes, the midterm and final exam, and submit their final project.

Course Outline:

- | | |
|--------------------------------------|-------------------------------|
| 1.0 Intro to SEO | 5.0 On-Page SEO |
| 2.0 Connecting People to Information | 6.0 Off-Page SEO |
| 3.0 Keywords and Great Content | 7.0 Analytics and Maintenance |
| 4.0 Optimizing Your Site | |

PR Strategy & Communication

Course Code: MKTG3011

Prerequisites: MKTG1021 Digital Marketing Fundamentals and MKTG1031 Social Media Marketing Strategies

Learning Objectives: Upon successful completion of this course, students will be able to define the core concepts and principles of public relations (PR) and explain its importance to business success. They will evaluate the ethical and legal considerations in traditional and digital PR environments, including the application of ethical standards to social media practices. Students will analyze media content for legal and ethical alignment and demonstrate familiarity with a range of media channels and platforms used in strategic PR planning. They will identify different types of publics and select appropriate communication strategies for engaging with each group. Students will apply audience research methods to inform the development of strategic PR program plans, including the use of measurable tactics. They will assess the effectiveness of PR campaigns and understand how evaluation supports continuous program

improvement. Learners will also explore the principles of crisis communication and issues management, including how to identify, assess, and plan for potential public issues. Finally, students will examine the fundamentals of reputation management and explore how influencer marketing supports campaign strategies across both online and offline channels.

Required Course Materials: Students will utilize the textbook *Public Relations Strategy and Communications* by Emma Hatfield, accessed through VitalSource. An access code will be provided to students at the start of the course.

Length: 55 hours

Credits: 3 credits

Teaching Methods: Online, self-directed learning through LMS using written content, videos, and activities. Instructional assistance is available when required via email, phone, or live chat.

Method of Evaluation: Students will be evaluated in this course through a combination of chapter activities (15%), a midterm exam (25%), a final exam (30%), and a final project (30%). Chapter activities provide regular opportunities to apply key concepts in a practical context. The midterm and final exams will assess students' understanding of the material, and the final project will require students to apply their learning to a real-world scenario. To pass this course, students must achieve a minimum grade of 65%.

Completion Requirement: To complete this course, students must view all course material, complete required readings, attempt all chapter activities/quizzes, the midterm and final exam, and submit their final project.

Course Outline:

- | | |
|--------------------------------------|--|
| 1.0 Public Relations Fundamentals | 5.0 Research and Plan PR Programs |
| 2.0 Ethics and Law for Professionals | 6.0 Implement and Evaluate PR Programs |
| 3.0 Utilize Platforms | 7.0 Crisis and Issue Management |
| 4.0 Understand Publics | 8.0 Reputation Management |

CRM Marketing Automation

Course Code: MKTG3021

Prerequisites: MKTG2011 Strategic Web Design and e-Commerce, MKTG2021 Writing Digital Media Content, MKTG2031 Search Engine Optimization Marketing and MKTG3011 PR Strategy & Communication

Learning Objectives: Upon successful completion of this course, the students will be able to understand the basic concepts of a CRM and the benefits of integrating marketing automation for business success. They will evaluate platform options and key considerations for automation. Students will analyze customer journeys and personas to deliver timely and relevant content, and they will gather and assess prospect data from forms, email, website activity, and social media, while understanding the legal aspects of data collection. They will manage CRM profiles through segmenting, tagging, scoring, and workflows, and customize email campaigns with automation tools, respecting email marketing regulations. Students will also learn to personalize and enhance websites using automation and explore features such as cookies, notifications, and terms of service. Additionally, they will build automated workflows for social media campaigns and analyze performance through reporting tools to measure outcomes like lead conversion and user engagement.

Required Course Materials: Students will utilize the textbook *CRM Marketing Automation* by Emma Hatfield, accessed through VitalSource. An access code will be provided to students at the start of the course.

Length: 55 hours

Credits: 3 credits

Teaching Methods: Online, self-directed learning through LMS using written content, videos, and activities. Instructional assistance is available when required via email, phone, or live chat.

Method of Evaluation: Students will be evaluated in this course through a combination of chapter activities (15%), a midterm exam (25%), a final exam (30%), and a final project (30%). Chapter activities provide regular opportunities to apply key concepts in a practical context. The midterm and final exams will assess students' understanding of the material, and the final project will require students to apply their learning to a real-world scenario. To pass this course, students must achieve a minimum grade of 65%.

Completion Requirement: To complete this course, students must view all course material, complete required readings, attempt all chapter activities/quizzes, the midterm and final exam, and submit their final project.

Course Outline:

- | | |
|----------------------------------|-----------------------------|
| 1.0 What, Why, Which, and "Whoa" | 5.0 Email Automation |
| 2.0 The Audience | 6.0 Website Automation |
| 3.0 Understanding Prospects | 7.0 Social Media Automation |
| 4.0 CRM Profile Management | 8.0 Reporting and Analytics |

Pay Per Click Advertising

Course Code: MKTG3031

Prerequisites: MKTG2011 Strategic Web Design and e-Commerce, MKTG2021 Writing Digital Media Content, MKTG2031 Search Engine Optimization Marketing and MKTG3011 PR Strategy & Communication

Learning Objectives: Upon successful completion of this course, students will be able to describe the history and foundational principles of pay-per-click advertising (PPCA) and explain how it differs from other forms of digital marketing. They will analyze real-world PPCA campaigns and identify the core components that contribute to campaign success. Students will research and define target audiences and develop strategies that align with audience needs. They will use tools such as Google Keyword Planner to select and evaluate keywords, and organize them into effective ad groups. Learners will explore major PPCA and paid social platforms and create their own search ads using Google Ads. They will understand the role of landing pages in a PPCA strategy, identify their key elements, and build sample landing pages using WordPress. Students will also examine programmatic advertising, budgeting practices, and ethical considerations, including black hat tactics. Finally, they will work with Google Analytics to interpret campaign data, generate custom reports, and apply insights to optimize performance.

Required Course Materials: Students will utilize the textbook *Pay-Per-Click Advertising* by David Shaw, accessed through VitalSource. An access code will be provided to students at the start of the course.

Length: 55 hours

Credits: 3 credits

Teaching Methods: Online, self-directed learning through LMS using written content, videos, and activities. Instructional assistance is available when required via email, phone, or live chat.

Method of Evaluation: Students will be evaluated in this course through a combination of chapter activities (15%), a midterm exam (25%), a final exam (30%), and a final project (30%). Chapter activities provide regular opportunities to apply key concepts in a practical context. The midterm and final exams will assess students' understanding of the material, and the final project will require students to apply their learning to a real-world scenario. To pass this course, students must achieve a minimum grade of 65%.

Completion Requirement: To complete this course, students must view all course material, complete required readings, attempt all chapter activities/quizzes, the midterm and final exam, and submit their final project.

Course Outline:

- | | |
|----------------------------|--|
| 1.0 Introduction to PPCA | 5.0 The Landing Page |
| 2.0 The Audience | 6.0 Programmatic Ads and Campaign Management |
| 3.0 Keywords and Ad Groups | 7.0 Analytics and Maintenance |
| 4.0 Platforms | |

Influencer Marketing Fundamentals

Course Code: MKTG3041

Prerequisites: MKTG2011 Strategic Web Design and e-Commerce, MKTG2021 Writing Digital Media Content, MKTG2031 Search Engine Optimization Marketing and MKTG3011 PR Strategy & Communication

Learning Objectives: Upon successful completion of this course, students will be able to explain the fundamental concepts of influencer marketing and its significance in modern marketing strategies. They will learn how to identify suitable influencers based on target audiences and platforms, and evaluate their effectiveness using key performance indicators (KPIs). Students will develop outreach strategies for both influencers and customers, and apply best practices to optimize brand engagement. They will explore tools and tactics for influencer collaboration, including affiliate marketing and building trustworthy branded partnerships. Learners will analyze the components of viral content and use tools to create content across various formats. They will also utilize social monitoring and listening tools to better understand target audiences and gather competitive insights. Additionally, students will examine the benefits of content aggregation tools and their impact on social media performance. Finally, they will identify legal and ethical considerations in influencer marketing and apply analytics and reporting techniques to assess and improve campaign outcomes.

Required Course Materials: Students will utilize the textbook *Influencer Marketing Fundamentals* by David Shaw, accessed through VitalSource. An access code will be provided to students at the start of the course.

Length: 55 hours

Credits: 3 credits

Teaching Methods: Online, self-directed learning through LMS using written content, videos, and activities. Instructional assistance is available when required via email, phone, or live chat.

Method of Evaluation: Students will be evaluated in this course through a combination of chapter activities (15%), a midterm exam (25%), a final exam (30%), and a final project (30%). Chapter activities provide regular opportunities to apply key concepts in a practical context. The midterm and final exams will assess students' understanding of the material, and the final project will require students to apply their learning to a real-world scenario. To pass this course, students must achieve a minimum grade of 65%.

Completion Requirement: To complete this course, students must view all course material, complete required readings, attempt all chapter activities/quizzes, the midterm and final exam, and submit their final project.

Course Outline:

- | | |
|------------------------------------|--|
| 1.0 What is Influencer Marketing? | 5.0 Content Creation |
| 2.0 Identifying Influencers | 6.0 Social Monitoring and Social Listening |
| 3.0 Outreach Strategies | 7.0 Social Media Aggregation |
| 4.0 Collaboration and Partnerships | 8.0 Law, Ethics, and Analytics |

Career Readiness

Course Code: BUPD1021

Prerequisites: There are no prerequisites for this course.

Learning Objectives: Upon successful completion of this course, students will be able to build a strong foundation for workplace success by identifying their personal strengths and setting clear career goals. They will develop adaptability and a growth mindset to support lifelong learning and sustainable career advancement. Students will gain an understanding of workplace culture, communication styles, and organizational structures, and will learn to create and maintain a professional online presence that supports effective networking. They will apply essential job search strategies, including writing résumés and cover letters, and preparing for interviews with confidence. In addition, students will interpret employment rights and workplace policies, with attention to social media use and privacy considerations. Finally, they will demonstrate readiness for remote and hybrid work environments by applying effective communication, time management, and self-motivation strategies that support success in today's dynamic and diverse workforce.

Length: 50 hours

Credits: 3 credits

Teaching Methods: Online, self-directed learning through LMS using written content, videos, and activities. Instructional assistance is available when required via email, phone, or live chat.

Method of Evaluation: Students will be evaluated in this course through a combination of a final exam (40%) and a final project (60%). The final exam will assess students' understanding of the course material, and the final project will require students to apply their learning to a real-world scenario. During the final project, students will create a professional resume (30%), write a tailored cover letter (30%), and prepare written responses to common interview questions. Students will then participate in a simulated phone interview with an instructor (40%). To pass this course, students must achieve a minimum grade of 65%.

Completion Requirement: To complete this course, students must view all course material, complete required readings, attempt the final exam, and submit their final project.

Course Outline:

- 1.0 Building Your Professional Foundation and Workplace Readiness
- 2.0 Reflecting on Your Strengths and Goals
- 3.0 Caring for Yourself During Unemployment Transitions
- 4.0 Understanding Workplace Culture and Communication
- 5.0 Knowing Your Employment Rights and Workplace Policies
- 6.0 Leveraging AI and Other Technology
- 7.0 Using AI Ethically
- 8.0 Preparing for Remote and Hybrid Work Environments
- 9.0 Establishing a Professional Online Presence
- 10.0 Resumes
- 11.0 Applications & Cover Letters
- 12.0 Job Searching
- 13.0 Interviewing
- 14.0 Deepening Your Networking and Finding Mentors
- 15.0 Building Resilience and Adaptability for Today's Job Market