



**CORNERSTONE**  
INTERNATIONAL COMMUNITY COLLEGE OF CANADA

# Digital Marketing Specialist

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Paid Co-op  
Diploma Programs

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Study & Work  
in Canada



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# Digital Marketing Specialist Guidelines 2021

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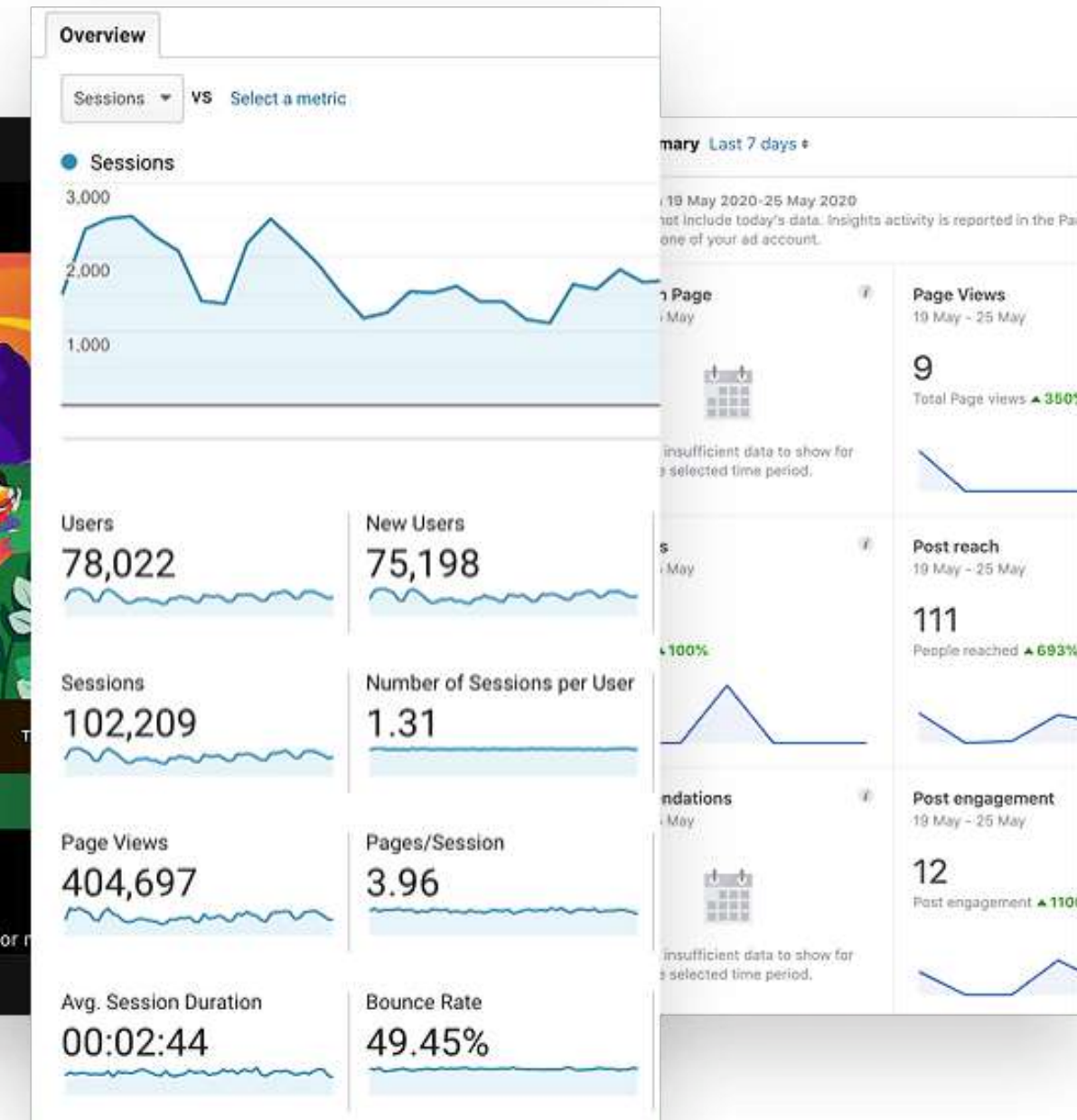


*Fernanda Ave*  
*Head of Tech Programs*



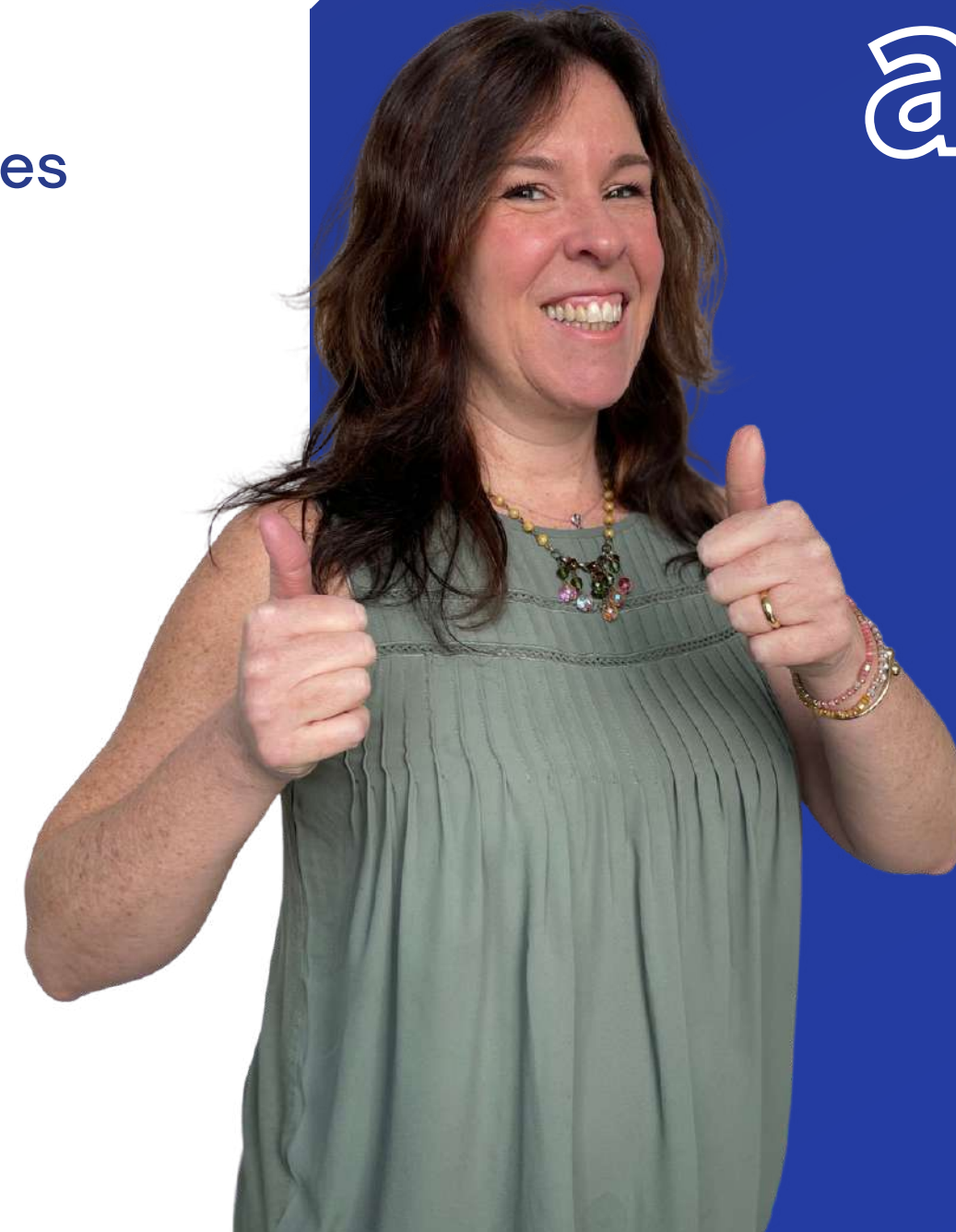
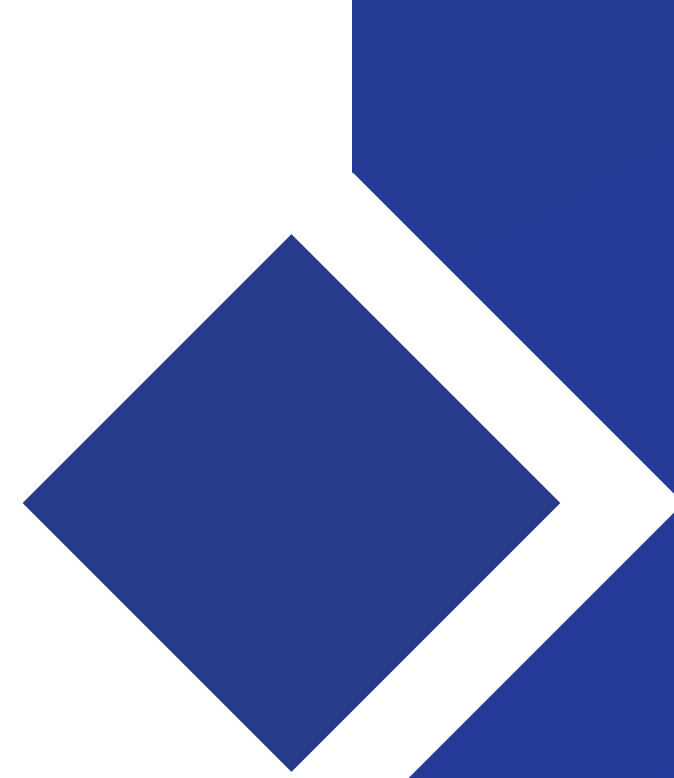
# Program Overview

The full-stack digital marketing program at Cornerstone College allows students to gain key marketing skills, mindset, and approaches that they can apply to all aspects of digital marketing.



# Why Cornerstone?

- + Access the most updated curriculum
- + Learn from industry experts with hands-on practices
- + Personalized job support from professionals
- + Get certified by top companies in the world



Stay  
ahead

*Ana Paula Rocha*

*Digital Marketing Specialist*

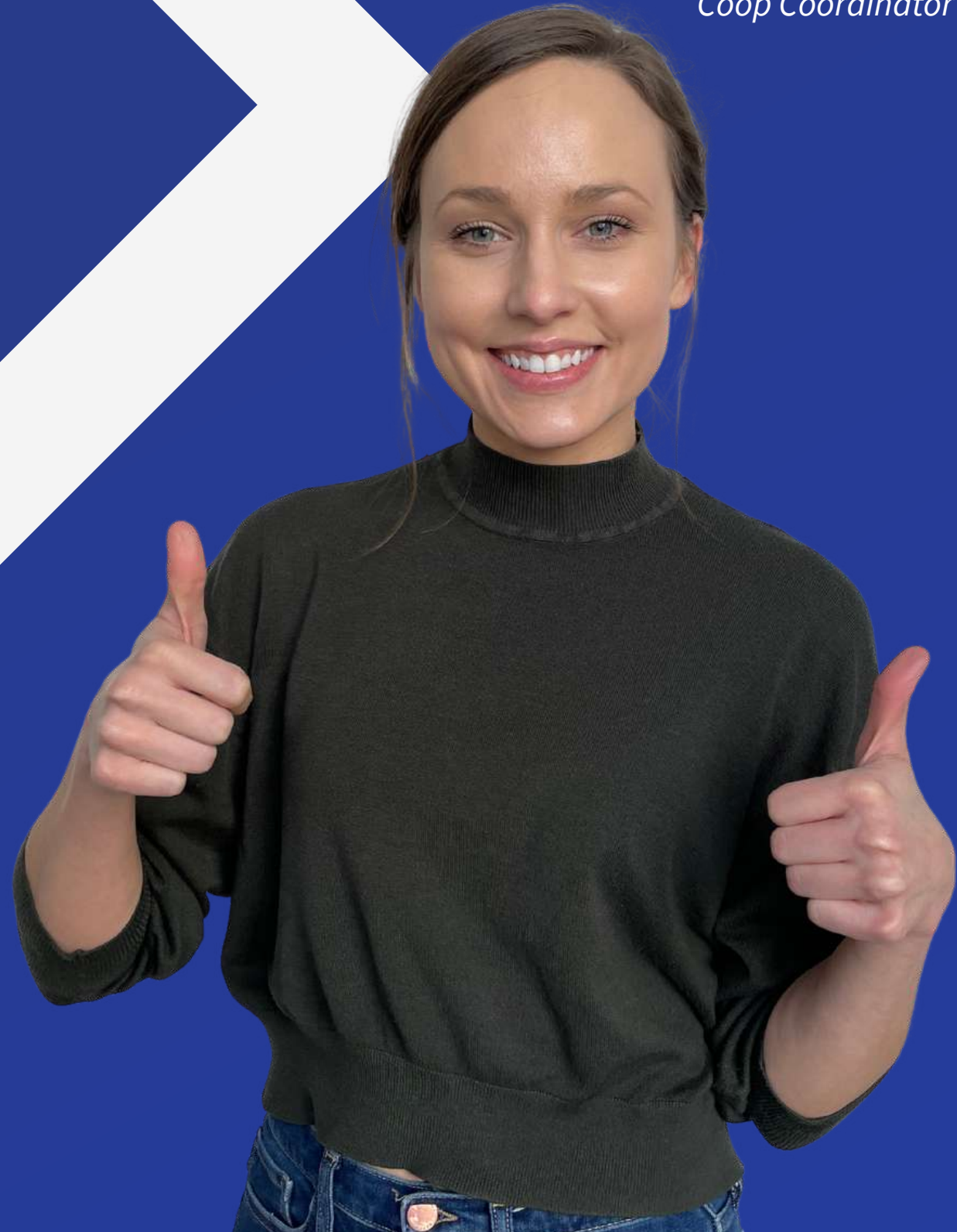
*Program Coordinator*

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*Jessilyn Vraspir*

*Digital Marketing Specialist*

*Coop Coordinator*



# Career Opportunities

After getting professional training, our students will be suitable for lucrative career field choices in the digital marketing industry.

Online marketing specialist

Account/Client Coordinator

Social Media Marketing Coordinator

Digital Marketing Assistant

Search Engine Optimization Analyst

Content Marketing Coordinator

E-mail Marketing Specialist

Online ads assistant



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# What Will You Learn?

- + Digital marketing fundamentals
- + Web graphics - Adobe / WordPress
- + Social media marketing
- + Search engine optimization (SEO)
- + Marketing analytics
- + Campaign Planning & Management



## Digital marketing fundamentals

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- + Introduction to digital marketing
- + Profiling your customers
- + Creating marketing funnels
- + Types of marketing and media
- + Overview of marketing channels
- + Using marketing frameworks

## Web graphics - Adobe / WordPress

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- + Intro to Adobe Photoshop & Illustrator
- + Content management systems
- + Building content for web and print
- + Recognizable design skills
- + Content creation for social media
- + Design principles



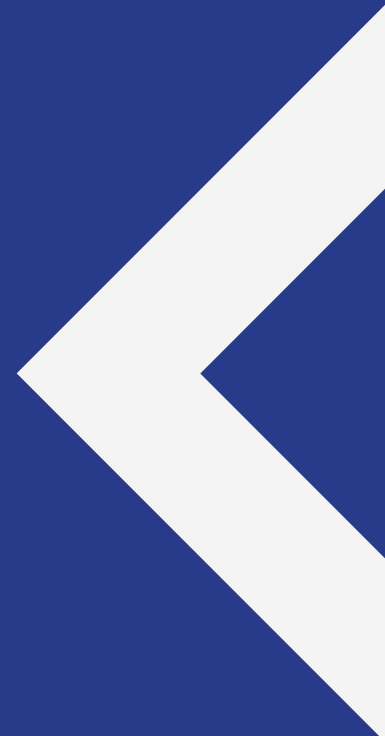
## Social media marketing

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- + What is social media?
- + Overview of social media networks
- + Understanding of an engaging social media post
- + Effective communication through social media
- + Using social media tools and design
- + Social media management, automation, analytics

## Search engine optimization (SEO)

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- + What is SEO?
  - + Technical essentials of search engines
  - + Building SEO friendly website
  - + Technical aspects of SEO
  - + Learning growth of local search
  - + Improvisation of SEO audit
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## Marketing analytics

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- + Introduction to marketing analytics
- + Digital advertising and analytics
- + Learning effective paid advertising
- + Understanding marketing ROI
- + Google Analytics deep dive

## Campaign planning & management

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- + What is campaign management?
- + Lean marketing process
- + Managing live projects
- + How to approach your audience
- + Deep Dive into Social Media Ads

# Student Testimonials



Mika | Digital Marketing Coordinator

*Throughout my academic period, I developed the mindset which requires crucial digital marketing skills. Thanks to all my instructors for being supportive all the time. Cornerstone made my dreams come true!*



Caio | Social Media Specialist

*The Digital Marketing Specialist program at Cornerstone International Community College lived up to my expectations - not only the classes but all the support that you get from career advisors.*



Juhui | Digital Marketing Specialist

*Actually, Cornerstone is my second coop school. And was the best! I ended up finding a marketing job thanks to them. I would and will recommend this amazing program to everyone!*



# Your Success Our Priority

We speak Spanish, Mandarin, Portuguese, Turkish, Japanese, Italian, Cantonese, French, Korean, Russian, Arabic and, of course English.

Let's talk

Apply Now



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