

Marketing and Digital Communication 410.GM

3 YEARS

Application deadline › March 1

www.dawsoncollege.qc.ca/marketing-and-digital-communication

If you would like to:

- Use social media to make an impact
- Design eye-catching content for online platforms
- Get involved in the latest marketing trends
- Apply your creativity to new ideas
- Solve real-world marketing problems
- Lead and organize teams and projects
- Study market trends and understand customer behavior
- Launch your own marketing business

Then the Marketing and Digital Communication Profile could be for you.

The Marketing and Digital Communication Profile equips students with essential skills for navigating today's digital marketing landscape. Recognizing the pivotal role of digital communications and social media in modern marketing, this profile integrates practical, hands-on learning with a focus on digital content creation and strategic communication. Through engaging coursework and real-world experience, students prepare to excel in marketing roles across diverse industries.

What you will learn?

- Techniques for crafting compelling digital marketing campaigns
- Methods for leveraging social media and online platforms
- Strategies for creating impactful visual and written content
- Skills for managing customer experiences and digital strategies

Where will this program lead you?

Graduates of this profile are prepared for careers in marketing, digital communication, and social media management, retailing and e-commerce, product development, marketing research, public relations, human resources and public service. They are equipped to contribute to digital strategies and enhance customer engagement across diverse business contexts.

Students may also pursue university studies in fields such as Commerce, Administration, Communications or Psychology. Graduates who pursue higher learning at Concordia University's John Molson School of Business can enjoy advanced standing credits where up to five courses may be exempted.

What do you need to apply?

A Diploma of Secondary Studies (DES) or an equivalent academic background.

What else should you know?

- The program includes two internship opportunities and practical course hours.
- The final year focuses on integrating learning with a 240-hour internship and business plan development.
- The Business Administration Students' Association (BASA) student resource room is equipped with computers and a printer in a conference room setting
- A closely-knit department provides strong support for our students