



Marketing Coordinator Diploma Program



CAREER OPPORTUNITIES

- ◆ Social Media Manager
- ◆ Public Relations Accountant Executive
- ◆ Marketing Executive
- ◆ Advertising Manager
- ◆ Media Buyer
- ◆ Chief Marketing Officer
- ◆ Marketing & Events Coordinator Sales
- ◆ Marketing Coordinator Direct
- ◆ Marketing Coordinator Content
- ◆ Marketing Coordinator Product
- ◆ Account Coordinator Influencer
- ◆ Marketing Coordinator

**Government Grants, Scholarships, and Financial Aid
May be Available for Those Who Qualify**



905-667-8333, 905-412-5222



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Unit 16A & 15B, 1400 Bayly Street, Pickering, ON L1W 3R2

Marketing Coordinator Diploma Program

Program Objectives

The Marketing Coordinator Diploma is designed to prepare students for entry level marketing support positions relating to a variety of integrated marketing and communication activities. Its objective is to expose students to a broad range of marketing knowledge and processes, Administration skills and practical tools that will assist them in addressing situations that arise within a marketing-related career. The program will provide the skills needed to progress into managerial-level careers, given the proper combination of skills, experience, personal attributes and additional training.

- Professional skills in high demand by employers. Including teamwork, Communication, Our customer service, Leadership. Research and problem solving.
- A solid knowledge of marketing practices and principles, and opportunities to relate and supply this knowledge to the many facets of marketing.
- Proficiency in Microsoft Office applications and graphics

Delivery Method

Combination of:

- Integrated Learning™ System training facilitated by Academy of Learning College facilitators
- Online/Hybrid

Career Opportunities

- Social Media Manager
- Public Relations
- Account Executive
- Marketing Executive
- Advertising Manager
- Media Buyer
- Chief Marketing Officer

Duties & Responsibilities

Individuals working in Marketing Coordinator career perform a wide range of marketing support and administrative duties relating to the day-to-day operation of a Marketing department. Specific job duties vary with education and experience and may include:

- Assisting the Marketing Manager to coordinate a wide range of integrated marketing and communication activities.
- Interfacing and building relationships with counterparts at marketing suppliers.
- Overseeing the execution slash production of marketing materials.
- Executing a variety of details involving direct mail. Outbound calls. Mass e-mail broadcasting campaigns. Marketing events and trade shows. Public relations. Promotions, Customer Communications, Media advertisements. Any other marketing tactics.
- Coordinating production of various marketing communications.

Competencies and Core Courses

- Word processing
- Immediate level of proficiency in Microsoft Word
- Spreadsheets
- Office Skills
- Job Search/Employability Skills
- Graphic/Presentation
- Database management

Financial Assistance

Several funding options exist for students, our Financial Aid Officer would be glad to answer any of your questions.

Student Financial Assistance Options include:

- Ontario Student Assistance Program (OSAP)
- Better Jobs Ontario Program
- Interest-Free Monthly Payment Plan Options

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