

MARKETING TECHNOLOGY DIPLOMA

Purpose

The Marketing Technology Diploma is designed to provide students with a solid foundation in the technical aspect of marketing, including customer relationship management, digital marketing, and marketing automation.

Graduates from the Marketing Technology Diploma will be prepared for entry-level roles in digital marketing, customer relationship management, IT help-desk, sales, customer success, business analysis, marketing communications, and e-commerce.

Students in the Marketing Technology program will learn to use the latest marketing software to analyze data and configure applications used in digital marketing and customer relationship management.

This new program will give students hands-on training on customer relationship management (CRM) software platforms. Students will develop a set of job-ready skills in the CRM courses and have the knowledge to pursue CRM and digital marketing certifications.

Duration

The program will have four academic terms and must be completed within five years from the date the student began studies in the first term of the program.

Learning Outcomes

Upon successful completion of this program, graduates will be able to:

1. Communicate effectively and respectfully as business professionals
2. Apply business principles, theories, skills and best practices
3. Evaluate financial information and financial implications related to business decisions to support the goals of a business enterprise
4. Apply critical thinking and analytical skills/strategies to provide marketing solutions that meet the needs of a business
5. Develop a marketing plan that meets the needs of a business or organization
6. Integrate the concepts, processes and applications of marketing automation and Customer Relationship Management (CRM), into a company's business operations
7. Use data analysis to support strategic and operational business decisions
8. Identify the unique opportunities and considerations that arise when working with Indigenous communities
9. Apply principles of corporate social responsibility, sustainability and ethics in their work as business professionals
10. Determine effective digital marketing and e-commerce strategies

Admission Requirements

- Grade 12 graduation or equivalent
- Knowledge of English demonstrated by *one* of the following:
 - English 12 with a minimum 'C+' grade or equivalent, *or*
 - English Language Proficiency (<https://www.vcc.ca/applying/registration-services/english-language-proficiency-requirements/>) at an English 12 'C+' level
- Knowledge of mathematics demonstrated by *one* of the following:
 - Math 11 Foundations with a minimum 'C+' grade or equivalent, *or*
 - Pre-Calculus 11 with a minimum 'C+' grade or equivalent, *or*
 - VCC Math 0861 and 0871 with a minimum 'C+' grade, *or*
 - VCC Math Assessment with the following scores: Basic Math with a minimum 80% and Algebra with a minimum 60%

Program Requirements

Marketing Technology Diploma

First Year

Term One		Credits
MGMT 1004	Business Communication	3
MGMT 1021	Computer Applications for Mgmt	3
MGMT 1006	Fundamentals of Marketing	3
MGMT 1011	Information Technology Mgmt	3
MGMT 1003	Principles of Management	3
Credits		15

Term Two

MKTG 2008	International E-Commerce	3
MKTG 1024	Customer Relationship Mgmt	3
MKTG 1034	Intro to Digital Marketing	3
MKTG 1044	Marketing Math	3
MKTG 2009	Advertising & Marketing Comm	3
Credits		15

Second Year

Term One

MGMT 2006	Business Analysis & Sys Design	3
MKTG 2004	Professional Selling	3
MKTG 2031	CRM Software Administration	3
MKTG 2077	Data Analytics for Marketing	3
MKTG 2078	Digital Advertising	3
Credits		15

Term Two

MKTG 2005	Marketing Automation	3
MGMT 1012	Indigenous Business in Canada	3
MKTG 2069	Law and Ethics for Marketing	3
MKTG 2068	Managing Software Projects	3
MKTG 2099	Marketing Technology Capstone	3
Credits		15

Total Credits 60

Evaluation of Student Learning

Evaluation of courses is determined by the instructors and may include a combination of midterm and final examinations, quizzes, assignments, homework, individual and group projects, case studies, and simulations.

To encourage active learning and student engagement, each course will have a mechanism to evaluate individual student participation.

Students must receive a minimum cumulative grade point average of C (2.00) upon completion of all courses to successfully graduate and a minimum cumulative grade point average of C (2.00) in each term to advance into subsequent courses/terms in the program. Students must attend a minimum of 80% of sessions in order to pass each course.

Prior Learning Assessment and Recognition (PLAR)

Students may request formal recognition of prior learning attained through informal education, work, or other life experience, including Indigenous ways of knowing. Credits may be granted to students who are able to sufficiently demonstrate the learning outcomes of specific courses.

PLAR is available for the following courses: MKTG 1044 Marketing Math; MGMT 1021 Computer Applications for Management.

Only 6 credits of this program may be completed by PLAR.

Methods for assessing prior learning may include exams, portfolios, interviews, and other evaluations.

Please contact the Department for details. If PLAR is successful, transcripts will reflect an 'S' grade (satisfactorily completed), which is not included in grade point average (GPA) calculations.

See Prior Learning Assessment and Recognition (<https://www.vcc.ca/about/governance-policies/policies/policy-index/prior-learning-assessment-and-recognition.html>) policy for more information.

Transcript of Achievement

The evaluation of learning outcomes for each student is prepared by the instructor and reported to the Student Records Department at the completion of semesters.

The transcript typically shows a letter grade for each course. The grade point equivalent for a course is obtained from letter grades as follows:

Grade	Percentage	Description	Grade Point Equivalency
A+	96-100		4.33
A	91-95		4.00
A-	86-90		3.67
B+	81-85		3.33
B	76-80		3.00
B-	71-75		2.67
C+	66-70		2.33
C	61-65		2.00
C-	56-60		1.67
D	50-55	Minimum Pass. May not proceed to next level.	1.00
F	0-49	Failing Grade	0.00

S	70 or greater	Satisfactory. In accordance with departmental evaluation procedures.	N/A
U		Unsatisfactory. In accordance with departmental evaluation procedures.	N/A
I		Incomplete	N/A
IP		Course in Progress	N/A
W		Withdrawal	N/A
Course Standings			
R		Audit. No Credits	N/A
EX		Exempt. Credit Granted	N/A
TC		Transfer Credit	N/A

Grade Point Average (GPA)

1. The course grade points shall be calculated as the product of the course credit value and the grade value.
2. The GPA shall be calculated by dividing the total number of achieved course grade points by the total number of assigned course credit values. This cumulative GPA shall be determined and stated on the Transcript at the end of each Program level or semester.
3. Grades shall be assigned to repeated courses in the same manner as courses taken only once. For the purpose of GPA calculation of grades for repeated courses, they will be included in the calculation of the cumulative GPA.