



Graduate Certificate in Digital Marketing

Looking for a Career in Digital Marketing?

Are you creative and possess good analytical and computer skills? Do you have a good understanding of people? If you answered yes to either of these questions, a career in marketing may be an excellent choice for you.

Today, successful organizations are measured by their ability to identify and satisfy the needs of their target market in a highly competitive environment. The essential aims of marketing operations are to determine the needs of the market, translate these needs into products, services or ideas and convert the demand for them into a desired response. To be successful in this field, you will be required to understand customer needs, product development, communication and pricing strategy as well as where to market goods and services.

The rise in online retailing over the next few years will require expertise in digital presence, content production, and customer experience. Those pursuing a career in marketing research will be sought after as businesses become more and more competitive and the need for accurate and reliable data becomes crucial to giving companies that competitive edge.

As a marketing professional, you may be working in any of the following areas in for profit and non-profit organizations.

- Digital Marketing
- Marketing Research
- Community Management
- Brand or Product Marketing
- Customer Service Management
- Advertising
- E-Commerce

Careers in marketing not only include the corporate world but also are more and more prevalent in the non-profit area. These may include the arts, culture, education, community development, environmental groups, foundations, government, health and social services, international aid and registered charities.

How can a McGill Program help prepare you for a Career in Digital Marketing?

- Our programs will help you develop your skills and focus your abilities and aptitudes on the different aspects of marketing
- Our courses will give you an overview of a range of marketing functions so that you can generate initiatives of your own and contribute to corporate decisions as a valued member of an organizational team
- Our marketing programs combine the mathematics and statistical courses required to understand market research, the accounting courses to understand pricing and human behaviour courses to understand what makes people purchase a product or service
- Our program allows you to select a specialized aspect of marketing as a basis for your career

The Program

The Graduate Certificate in Digital Marketing is a 15-credit program which consists of 5 courses.

The graduate certificate's program requirements are:

4 Required courses (12 credits):

CMIS 543	Digital Customer Experience
CMIS 544	Digital Marketing Automation, Planning and Technology
CMIS 549	Digital Media and Search Engine Optimization
CMR2 573	Digital Marketing and Communications

1 Complementary course from (3 credits):

CGM2 510	Project Management: Tools and Techniques
CMR2 542	Marketing Principles and Applications
CMR2 548	Processes of Marketing Research
CMR2 590	Topics in Marketing
CPL2 552	Strategic Management

Or any other 500 or 600 level course offered through Career and Professional Development and approved by the department.

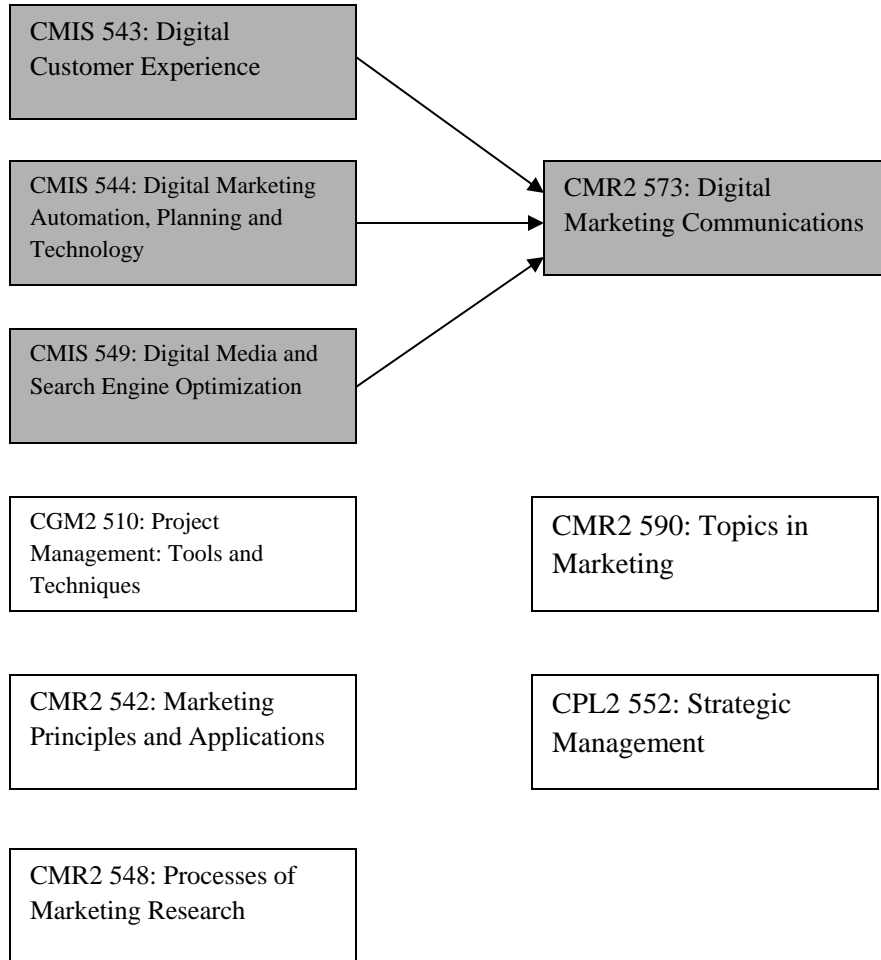
IMPORTANT NOTE:

This program is EFFECTIVE as of Summer 2018.

If you were admitted PRIOR to Summer 2018, please follow the STUDY PLAN which you were provided with at the time of your admission.

Course Sequence

Graduate Certificate in Digital Marketing



Note:

Required Courses.

Select one complementary course of the five

—————> Pre-requisite

Course Descriptions

CMG2 510 Project Management: Tools and Techniques

(3 credits)

Pre-requisites:
None

Focus on main concepts and theories of project management from initiation to close-out. Topics include: project life cycle, planning, scheduling, implementing, monitoring, controlling, close-out and ethics. The concepts presented apply to projects of various sizes, types and degrees of complexity.

CMIS 543 Digital Customer Experience

(3 credits)

Pre-requisites:
None

Covers the fundamental techniques for understanding, analyzing and optimizing customer experience on digital platform. Best practices in designing and optimizing conversion actions in an online business. Management of customer data and confidentiality.

CMIS 544 Digital Marketing Automation, Planning and Technology

(3 credits)

Pre-requisites:
None

Covers the fundamental concepts needed to develop a digital marketing plan. Enables students to gain an understanding of market behaviour, translation of corporate goals into digital marketing objectives, basic overview of various strategic approaches to align to objectives, as well as implementation and control.

CMIS 549 Digital Media and Search Engine Optimization

(3 credits)

Pre-requisites:
None

Covers the fundamentals of promoting a brand through digital mediums and how to take advantage of earned digital media. Obtain an understanding of how paid search, search engine optimization, various forms of digital media planning and placement, social media promotion work and, how to monitor and optimize performance.

CMIS 541 Information Systems for Managers

(3 credits)

Pre-requisites:
None

Introduces the importance of Information Systems (IS) in organizations and issues associated with managing these. Provides a strategic view of IS and Information Technology (IT). Students will be presented with managerial, informational and technological issues related to the management of IT, and with a framework to better manage them. Class discussions, case analysis, presentations.

CMR2 542 Marketing Principles and Applications

(3 credits)

Pre-requisites:
None

Covers the different aspects of marketing operations: the marketing concept, the analysis and research of market opportunities, the planning, implementation, and control of the marketing program (Product, Promotion, Distribution, and Pricing). The course focuses on Canadian market environment and Canadian marketing institutions. Lectures and case studies on an individual basis and/or involving team work will be used.

CMR2 548 Processes of Marketing Research**(3 credits)**Pre-requisites:
None

Comprehensive review of statistics, with emphasis on key issues required to understand and communicate marketing information: descriptive statistics, measures of central tendency, theory of

CMR2 573 Digital Marketing Communications**(3 credits)**Pre-requisites:
CMIS 543 Digital Customer Experience and Technology, CMIS 544 Digital Marketing Automation, Planning and Technology, and CMIS 549 Digital Advertising and Search Engine Optimization

Applies a strategic approach to developing and measuring a digital marketing communication strategy for various platforms and channels aligned to the traditional marketing communications mix. Covers how to leverage best practices to optimize online community building, conversion, and customer experience through digital channels in an integrated marketing communication strategy.

CMR2 590 Topics in Marketing**(3 credits)**Pre-requisites:
None

Specialized course covering an advanced topic in the Marketing area selected from current issues or themes in literature. (Content will vary from year to year).

CPL2 552 Strategic Management**(3 credits)**Pre-requisites:
None

Includes analysis of major forces driving organizations, explores mission development, goal selection, corporate strategy, policy formulation for the benefit of all stakeholders. Discusses situations confronting senior managers in the competitive environment, includes topics such as the identification and evaluation of strategic alternatives, the management of control processes for increased productivity, etc.

Admission Requirements

Applicants must have and submit official proof of:

1. A Bachelor's degree in any discipline as approved by the Graduate and Postdoctoral Studies Office, with a minimum CGPA of 3.0 out of 4.0 or 3.2 out of 4.0 in the equivalent of the last two years of full-time academic studies.
2. A minimum of three years recent, relevant work experience in marketing **OR** have successfully completed the Diploma in Applied Marketing at McGill University's School of Continuing Studies.
3. A Curriculum vitae
4. Two letters of references (signed and on letterhead): At least one should be from a current or former employer.

If you have studied outside of Canada, you are strongly advised to request an evaluation of your degree called "Évaluation comparative des études effectuées hors du Québec", from MRCI. For further details you may contact their office at: (514) 864-9191 or visit them on the web at: www.immigration-quebec.gouv.qc.ca/en/education/comparative-evaluation/index.html

Admissions Procedures

How to APPLY to the *Graduate Certificate in Digital Marketing*?

Please follow the steps below:

STEP 1:

- Go to <http://www.mcgill.ca/continuingstudies/>
Click on “Apply”
Click on “Graduate Programs”

STEP 2:

Verify on the “**Apply for Admission to a Program**” page, the “Application Deadlines” for Canadian/Permanent Residents or International Students to ensure that you submit your application before the term deadline.

STEP 3:

- **Review your Admission Requirements:** Once you have checked your application against all the requirements, you will be ready to apply to the program.
- Before you proceed you will need:
A valid **email address** and a **credit card** (Visa, MasterCard or American Express).

STEP 4:

- Once you are ready to apply online:
Click on “**Click here now**” to bring you to the Application for Admission page.
- Click on the red bold “**Apply Now**” on the Application for Admission page.
(Do **not** apply through “uApply” link).
- Fill in the login information on the “Admissions Login” page and the Biographical Information.
- On the “Apply for Admission” page, fill in the information requested.
NOTE: When asked: “What are you applying for at McGill”, click on “Continuing Studies”
- Select the program you are applying to on the “Program Choice Selection” page.
- Continue to fill in the remainder of the application. (All sections to be completed are indicated in the textbox on the left hand side of the screen).

STEP 5:

- Once you have applied online, you will receive a confirmation email providing you with a McGill ID number and a 6-character **PIN (Personal Identification Number)**.
- You will need to use this information to **log into MINERVA** (www.mcgill.ca/minerva) (McGill’s web-based information system for students) so that you can upload documents required for admission and follow-up on your status of your application.

STEP 6:

- Once your application has been received and you have access to your Minerva account, you will be able to **upload your supporting documentation**, including a copy of transcripts. (A copy of your transcript with confirmation of degree awarded and date of graduation).
- Uploading your documents will speed up your application process and is strongly recommended.
- For instructions on how to proceed, please go to:
<http://www.mcgill.ca/applying/nextsteps/documents/upload>

(If you are unable to upload the documents, you can send them by regular mail or bring them in person to our Client Services office at the address above).

STEP 7:

- **Sending official transcripts: All transcripts received via the upload process are considered unofficial.** If transcripts are required for your application, you will also need to have any official transcripts sent directly to the School by mail, in a sealed envelope by the educational institution(s) where you studied.

What is an Official Transcript?

If you have studied at an institution:

- In Canada or the United States – you will need to request a copy of your official transcripts (your marks) from that institution which the institution will mail to the address below in a sealed envelope with the official institution's logo.
 - Outside of Canada or the United States, - you will need to request a copy of your official transcripts (your marks) from that institution which the institution will mail to the address below in a sealed envelope with the official institution's logo.
 - **Note:** In cases where the language of instruction at the institution is not English or French, you must also send an official translation of the official transcript certified by a representative from the **Ordre des traducteurs, terminologues et interprètes agréés du Québec (OTTIAQ - <http://ottiaq.org/>)**.
- You will need to request **official transcripts** as soon as possible once your application has been submitted to the School of Continuing Studies. Your Educational Institution must then mail these directly to the appropriate office below:

Client Services c/o Admissions

McGill University – School of Continuing Studies
688 Sherbrooke Street West, Room 1125
Montreal, QC
Canada, H3A 3R1

- **Important:** You must make sure you apply by the application deadline. However, if you have any outstanding supporting documents at the time of your application, you may upload them as they become available or forward them directly to the School of Continuing Studies as soon as possible. Your admission application will only be completed once the School has received all of the required documents.
- **Note:** All required documents received by McGill University School of Continuing Studies become the property of the university. Official documents and/or transcripts will not be returned to the applicant.
- **Note:** Transcripts received by McGill University's School of Continuing Studies cannot be transferred to any other department or program as it would constitute submitting a new application. Therefore, you must submit a new sealed envelope of your official transcripts for each application made to McGill University's School of Continuing Studies.

Language Requirements

- The **language of instruction** for most courses and programs at McGill is English; however, students may submit any written work that is to be graded in English or French, except in cases where knowledge of the language is one of the objectives of the course.
- Applicants must demonstrate an adequate level of **proficiency in English prior to admission**, regardless of citizenship status or country of origin. McGill University has this language requirement in place to ensure that all students are provided with the opportunity to succeed in their chosen program.
- In all cases, the University reserves the right to require **proof of English** proficiency if it is deemed necessary. For additional information, please click on the link below.

<http://www.mcgill.ca/continuingstudies/current-students/academic-policies/language-policy>

Exemption by Examination

Students admitted to a Certificate, Graduate Certificate or Diploma program requiring a pre-requisite or co-requisite course, must provide proof that they have taken an equivalent 3 credit course, at the appropriate level elsewhere or successfully completed the Exemption by Examination test. Otherwise the student must register for the course.

- Please note that the Exemption by Examination test is **not applicable to required or complementary course(s)** within a program.
- You cannot take the Exemption by Examination test if you have already attempted the course (a grade of W is considered as have attempted the course).
- If you are unsuccessful in the Exemption by Examination test(s) you will not be permitted to repeat the test(s) and must instead enroll in the course(s) for which the particular test(s) was taken.

You must be admitted into a program or have applied to a program to be eligible to write the Exemption by Examination test for which there is a monetary fee (the test is optional).

For more information on how to obtain a course exemption by means of a challenge exam, please consult the Exemption by Examination form available on our website at:

<http://www.mcgill.ca/continuingstudies/prospective-students/apply/exemption-examination>

Student Awards and Financial Aid

Note: The amount and number of McGill University's School of Continuing Studies Bursaries, Scholarships, and Graduating Prizes issued varies from year to year, depending on funds received and their specifications.

McGill University's School of Continuing Studies Bursaries

The School of Continuing Studies will post the application form and eligibility requirements for the active term on its website. Please refer to link below for further information.

<http://www.mcgill.ca/continuingstudies/current-students/fees/student-awards-and-financial-aid>

McGill University's School of Continuing Studies Scholarships

For a list of McGill Scholarships, please consult the McGill School of Continuing Studies website by clicking on the link below.

<http://www.mcgill.ca/continuingstudies/current-students/fees/student-awards-and-financial-aid>

McGill University's School of Continuing Studies Graduating Prizes

For a list of McGill SCS Graduating Prizes, please consult the McGill School of Continuing Studies website by clicking on the link below.

<http://www.mcgill.ca/continuingstudies/current-students/graduating-students/awards>